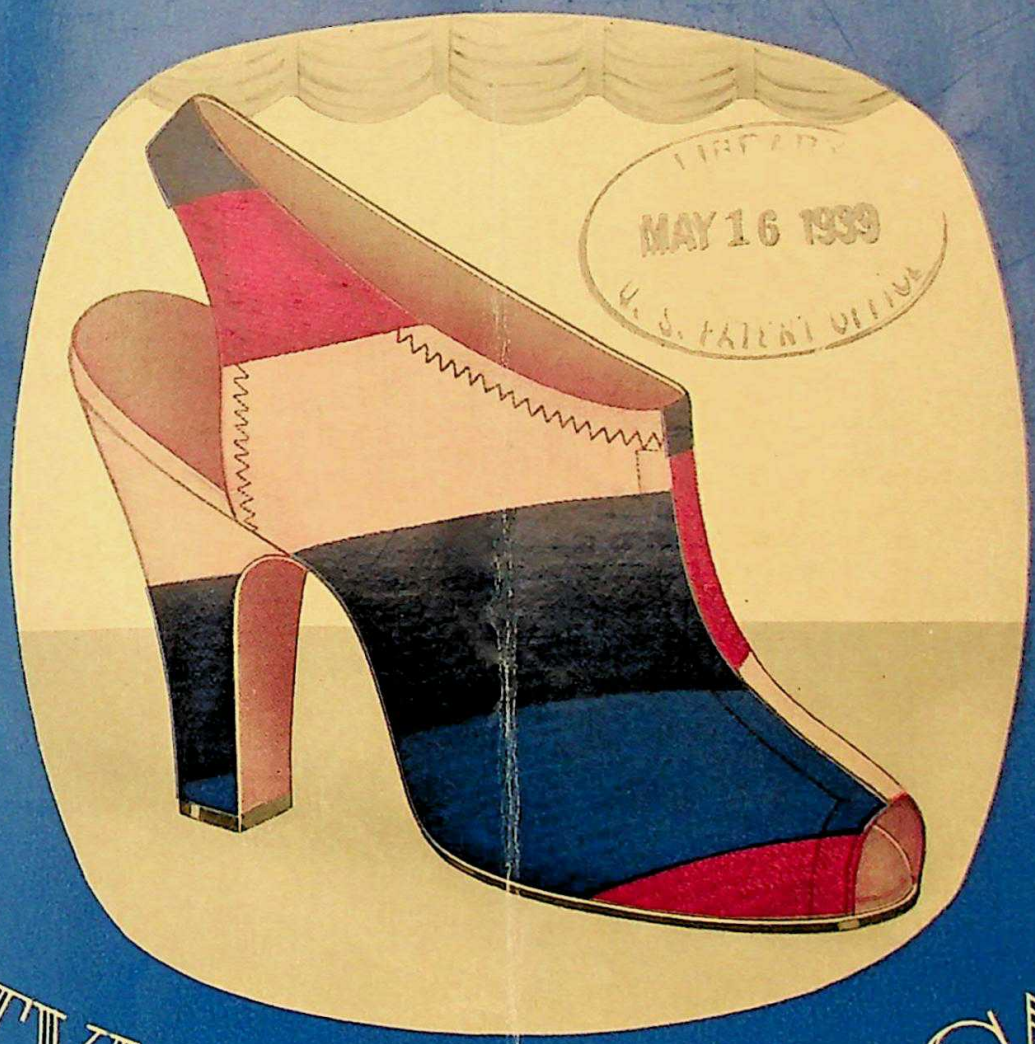
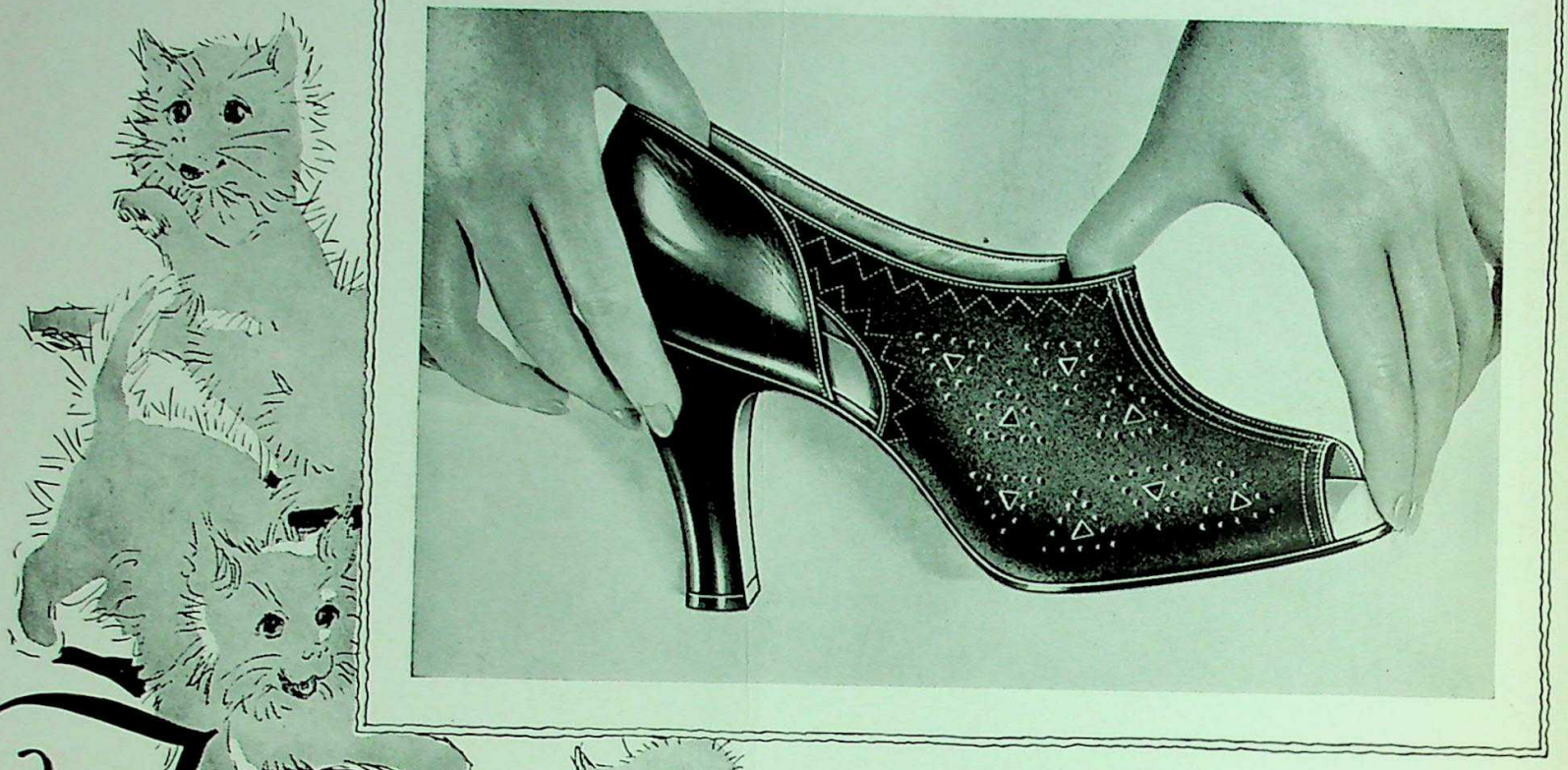
Creative footwear

Incorporating THE SHOE STYLE DIGEST



STYLASTED by VULCAN

February 1939



A popular model
featuring Glovetex SHUGOR.

Flexible as a kitten . . . and as luxurious to the touch!

Imagine a shoe that "tries on" easily; a shoe that looks trim, neat, smart, the minute it is on the foot; a shoe that brings a new sense of comfort to the customer, without the slightest loss of ultra-modish appearance; a shoe that correctly fits the usually "hard to fit." Can you imagine all these remarkable features combined in ONE shoe?

Footwear this season, incorporating all these desirable merchandising and style points, will be designed and successfully produced only with SHUGOR Glovetex elastic backing.

By means of a recently developed process, selected leathers, gabardines, and other style-shoe fabrics may now be backed with SHUGOR Glovetex elastic backing, producing a material (far superior to the experimentally elasticized or "stretchable" shoe) in which there is always the necessary stretch, while maintaining a smooth top line and even surface. Vamp-conforming is easier; cementing and stitching are more quickly done; in fact, every step in the making and finishing of the shoe is expedited when materials backed with SHUGOR Glovetex are used,—and the utmost in economy is realized.

Retailers will specify SHUGOR Glovetex elastic-backed materials, because of perfect fit, finer appearance, and lasting satisfaction of their clientele.

Write for samples of the new
Glovetex SHUGOR.

Glovetex SHUGOR

THOMAS TAYLOR AND SONS

INCORPORATED

HUDSON, MASSACHUSETTS

COPR. 1939 THOMAS TAYLOR & SONS INC.

GAMBOLA

Gambola is a vegetable tanned leather. The natural finish contains no pigments – no dyes
It's mellow, versatile, sturdy and swanky – – Naturally. Write for Swatches.

ASK FOR SAMPLES ON NEW SHADES NO. 400 AND NO. 405

Crafted by Gutmann

a Natural Aging Style Hit!

Shoes courtesy Conrad Shoe Company

GUTMANN & COMPANY • TANNERS • CHICAGO

Creative Footwear

Incorporating THE SHOE STYLE DIGEST

HAROLD R. QUIMBY, *Editor* ELIZABETH AMBROSE, *Women's Fashion Editor* ARTHUR RILEY, *Men's Fashion Editor*

FEATURING THIS MONTH

FEBRUARY, 1939

COLOR SUMMARY FOR SPRING — Page 12

Creative Footwear divides the color summary for spring into four sections entitled (1) Everybody Knows, (2) Everybody Wonders, (3) Everybody Discusses, (4) Everybody Believes. You'll want to read this crisp, concise message for it gives you the news in a nutshell.

SIZE TEN CAN WEAR PATENT — Page 14

Remember when the great objection to a patent leather shoe lay in the fact that it made a woman's foot look large? Well, that is all over, a thing of the past. Creative Footwear tells you that size ten can wear patent, because styles are light looking, youthful in appearance, chuck full of cutouts and perforations.

THE TALE OF THE WOODEN SHOE — Page 18

When we were little children we sang a delightful little tune about wooden shoes. This year, too, we're singing another tune about the same old-world peasant fashion which, at the moment, is having great success in sports and beachwear versions.

STYLE FLASHES FROM FLORIDA — Page 20

Creative Footwear's men's fashion commentator has visited Florida to "report for you" just what is moving in smart attire. His message is replete with interesting comments which should aid in many of your merchandising plans for summer.

SCOOPS — A NEW PROMOTION — Page 25

Saks Fifth Avenue are in the news again with a brand new family of beach shoes. Their high soles are "scooped out so that your feet fit right down into them," hence the name SCOOPS. One of the smartest promotions of the season.

MESHES FOR MARCH — Page 26

This is Creative Footwear's promotion suggestion for the windy month. Meshes are back with a bang—that's why we believe they are excellent for March promotions. All in all, they look like one of the safest bets of the season.

HAIL THE HAUGHTY HEELS — Page 30

There's news in heels—and has been—ever since attention was directed to the new spun designs (first shown in the July 1938 issue of Creative Footwear) which were originally conceived on the Continent. Twenty-six of the latest originations are illustrated.

FRONT COVER

Stylasted by Vulcan

To more completely satisfy their customers and themselves, many of the best known shoe manufacturers in the country call in Vulcan Corporation designers to assist in the creation of new lasts and heels that meet ALL the requirements of STYLE—FIT—QUALITY. The LAST illustrated on front cover is an example and is now in production. The many beautiful samples over it are "clicking" on sight. It is one of several new lasts made by Vulcan for one company, for exacting buyers, whose purchases have assured this particular factory of continuous operation for a long period. It is brilliantly new in a season of unprecedented smartness, and is playing a prominent part in exceptional sales success. (Shoe manufacturer's name on request.)

VULCAN CORPORATION
General office, Portsmouth, Ohio. Last style, sales, model-making. 19 West 34th St., New York. Last plants—Portsmouth, O.; St. Louis, Mo.; Johnson City, N. Y.; Brockton, Mass. Heel plants—Portsmouth, O.; Effingham, Ill.; Columbus, O.; Johnson City, N. Y.; Clyde, N. Y.

AND MANY OTHER INTERESTING AND AUTHORITATIVE FASHION STORIES.

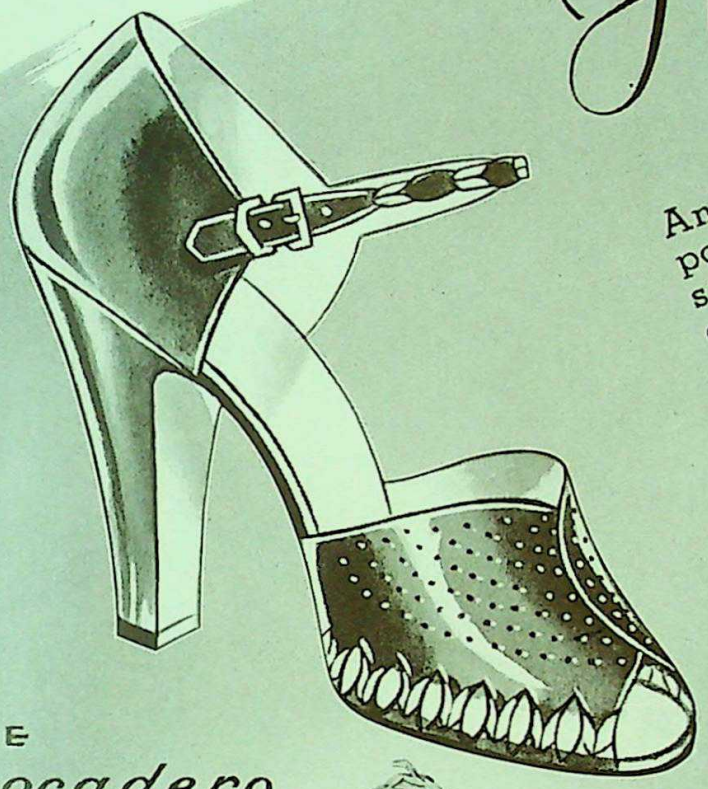
Creative FOOTWEAR, Incorporating The Shoe Style Digest. Volume 17, No. 2. Published monthly by the Brown, Lockwood & Davenport Co., 210 Lincoln Street, Boston, Mass. Acceptance under the act of June 5, 1934, authorized April 2, 1938. Editorial and Executive offices, 210 Lincoln Street, Boston, Mass. Printed in U. S. A. J. G. Brown, President and Treasurer; A. C. Davenport and E. A. Brown, Vice-Presidents; Directors of corporation in addition to previously mentioned officers, Matthew Brown, Fred A. Collier, Warren A. Higgins, Arthur D. Knight, and Harold R. Quimby. Branch Offices, Philip Melhado, 130 No. Wells Street, Chicago; E. A. Brown and J. J. Moran, Room 809, Marbridge Building, 47 W. 34th Street, New York City; S. B. Koons, 327 Arch Street, Philadelphia, Penn.; Harry A. Chase, 121 Powers Bldg., 16 Main St. W., Rochester, New York; J. B. Tratsart, 93-97 Regent Street, London, W. 1.; 47 Rue de l'Université, Paris, France.

Another Heel Latch Scoop

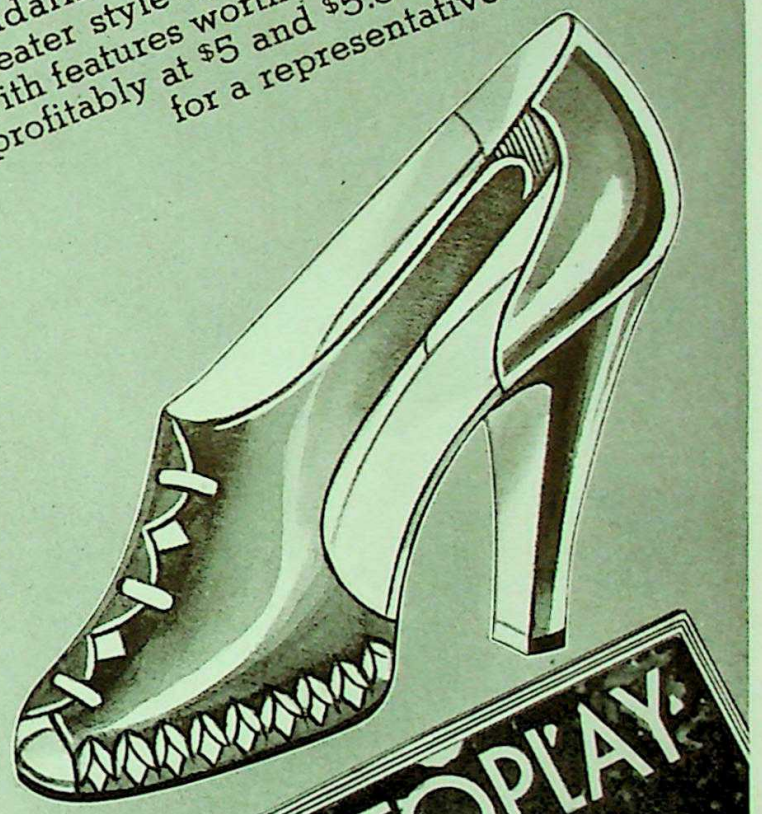
Heel Latch TROCADERO ... newest of the sandal ideas

Heel Latch SHOES

Another Heel Latch merchandising opportunity ... the Trocadero with a new sandalized sole treatment adds even greater style appeal to this line packed with features worth talking about. Retails profitably at $5 and $5.50. Write or wire for a representative.



THE *Trocadero*



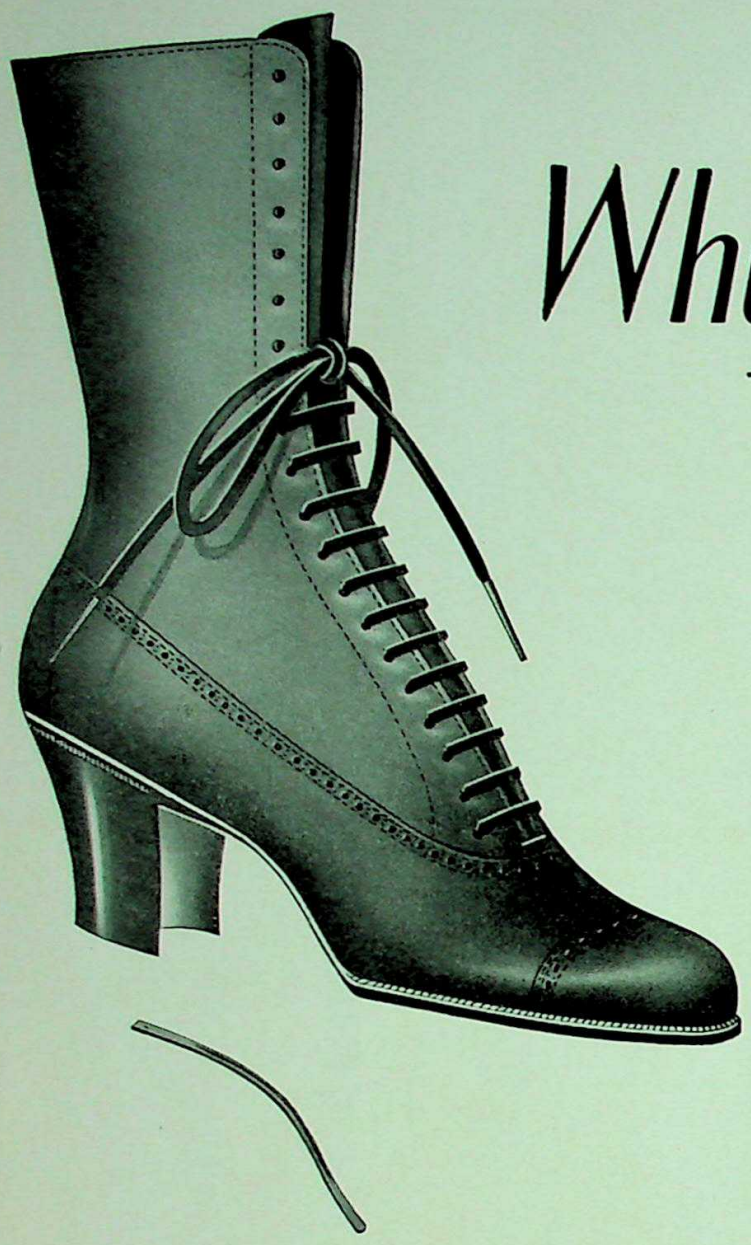
PHOTOPLAY

vogue

MADEMOISELLE

NATIONALLY ADVERTISED IN LEADING STYLE MAGAZINES

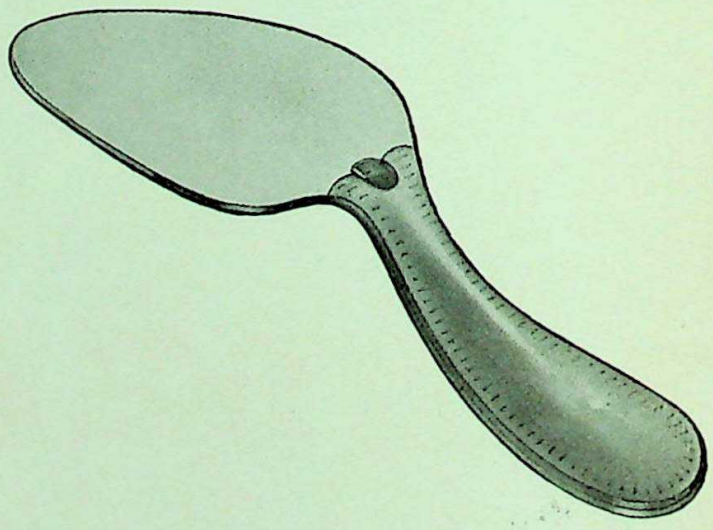
ROBERTS, JOHNSON & RAND *Branch International Shoe Co.* **St. Louis, Mo.**



Why UNISHANK ?

Two decades ago fashionable shoes for women had plump outsoles and insoles and three square feet of uppers to the pair. A light piece of steel was shank enough.

Today's modes are lighter, smarter, and skeletonized. Greatly increased strength in the shank is essential. UNISHANK — a perfectly moulded unit — insole, steel, and reinforcer — gives exactly the added support required.



UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

"MILO", Stratford last, by PALTER DeLISO, Inc., New York City. Hubschman's Tandrite Calf, color No. 995.

Leading 1939's Fashion Footwear Parade

Glowing, exciting, vibrant are the fashion-leading colors offered by Hubschman in the masterpiece of the tanner's art—TANDRITE CALF!

And not only in colors does Tandrite lead, but in fine, flat grain; satiny finish; tight break; durability and pliable, shape-holding "body" . . . in fact, in every particular is Tandrite truly the calf leather beyond compare!

When customers want the best obtainable in footwear—show them shoes of 1939's outstanding leader . . . the one and only TANDRITE CALF!

TANDRITE CALF

E. HUBSCHMAN & SONS, Inc., Phila.

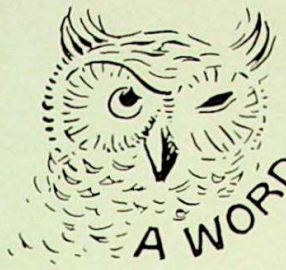
TANNERS OF FINE CALF LEATHERS

Flexible Platforms

USMC SOLE STITCHING MACHINE — MODEL C

UNITED SHOE-MACHINERY CORPORATION

BOSTON, MASSACHUSETTS



How to cut costs and Improve Shoemaking WITH SEWALL INSOLE STRIPS

(patented)

If you want better insoles and better shoes at a lower price, use Sewall & Son patented insole and insole strips.

The lines, character, and reproduction of your shoes depend to a marked degree upon the construction and exactness of the insole used. Leading "shoe men" agree that the ideal insole is one with a rigid, firm, and positive toe — a flat, dense heel seat, and extreme flexibility across the ball line. Sewall insole, with their two material (cellulose and fibre) construction, meet the above standards exactly. Any of the standard brands of cellulose insole material may be processed and flexing is optional on all strips at no extra cost.

The No. 2 strip with its 6 iron insole shank is especially adapted for open shank sandals. Shows a heavy bound edge, retains the shape and tread of the shoe, holds the nails and supports the heels firmly.

SHOE BUYERS — Be assured of better character and lines in your shoes. Specify "Sewall Strip" Insole.

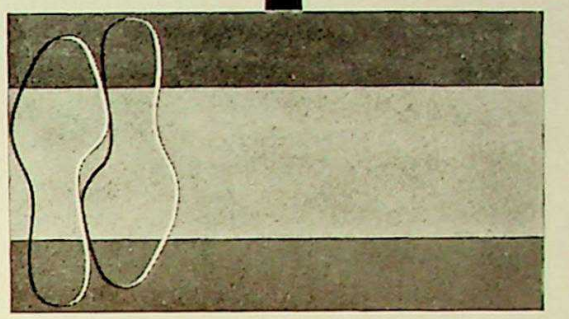
UNITED SHOE MACHINERY CORP., *Sales Agents*
Ask your local United man for samples, prices and details on SEWALL & SON Insole Strips or write to

SEWALL & SON, Inc.

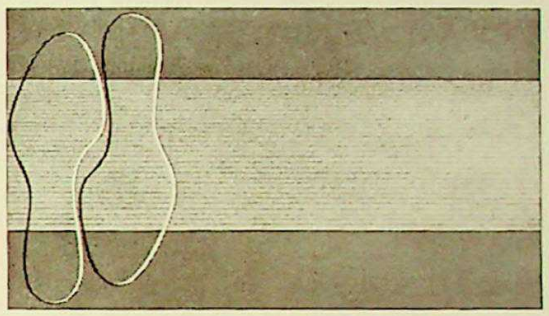
Exclusive manufacturers. No licenses have been granted anyone to produce these patented strips or Sewall patented insoles in the United States

AUBURN **MAINE**

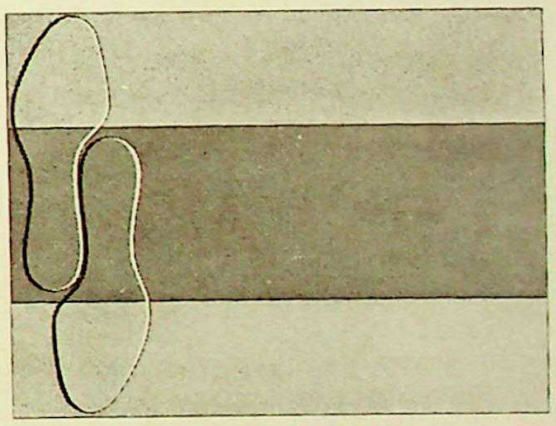
NEW YORK OFFICE 651 Marbridge Bldg., 47 W. 34th St., N. Y. C.



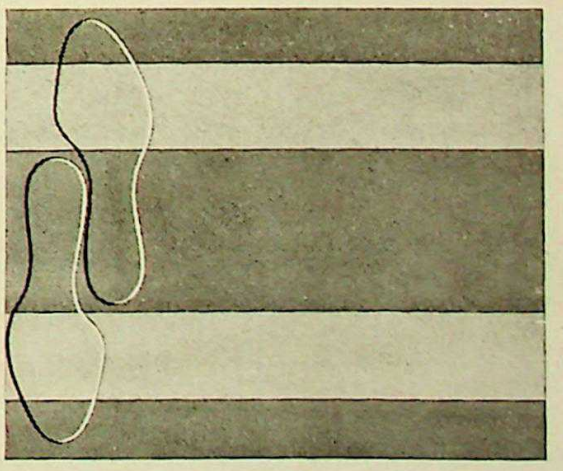
STRIP NO. 1
U. S. Pat. 1927421



STRIP NO. 1 FLEX
U. S. Pat. 2065405



STRIP NO. 2
Special for open shank shoes
U. S. Pat. 2130968



STRIP NO. 3
U. S. Pat. 2130968

BECKWITH soft BOX TOES

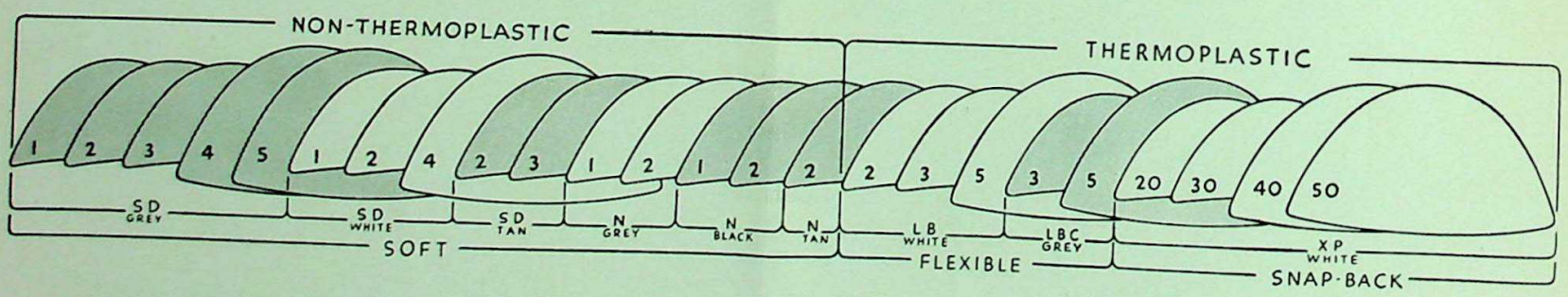
24 types and weights of Soft BOX TOES for every 'Softie' requirement

Study the chart at the foot of the page. Examine the variety of weights available in the four basic types of Beckwith soft box toes. Fifteen individual gauges in the non-thermoplastic group, in two material types, cover every weight specification for *springy* softness. This group, cemented into the vamp construction either in the fitting-room or at pulling-over, requires no conditioning at toe operations. The felted SD type, in black, white, or tan, is the trade standard for *springy* soft results. Uniform, durable, and easily manipulated, SD produces trim finished toes with minimum effort. The N materials, made for the less expensive shoe grades, are top value in their class. Made under SD standards, they are extremely uniform and remarkably strong; ideal for either *light* soft toes or as toe foundations *behind the open toe*. Made in women's weights only in grey, black, and tan.

In the thermoplastic bracket, the cork compounded LB, in five weights of grey and white, is used for *semi-flexible* results. Applied to vapor*, LB becomes fully extensible for simple speedy toe lasting. The patented and newly released XP line, made in four weights of white only, and featuring a *snap-back* resilience, is recommended for quality shoes where light gauge, permanence, and liveliness are desired. XP bed-lasts best if slightly vaporized. All Beckwith soft toes perforate cleanly.

Write for samples, selecting your toe type and weight from the chart. Material weight numerals, running left to right, indicate light to heavy weights accordingly. Enclose paper patterns of desired sizes.

*Beckwith conditioning machines supplied to users of our products without charge.



BECKWITH MANUFACTURING CO.

DOVER, NEW HAMPSHIRE

SHERBROOKE, QUEBEC CANADA

AGENTS: GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO

MILWAUKEE, WISCONSIN

WRIGHT GUHMAN CO. ST. LOUIS, MO.

Creative footwear

Incorporating THE SHOE STYLE DIGEST

"THE *Life* OF THE *Industry*"

MAY 16 1939
U. S. PATENT OFFICE

THE SCIENCE OF CONSUMPTION

THERE is a striking analogy in the common-place remark that "sometimes we are so close to the forest that we fail to see the trees," which is particularly pertinent when the wants, the desires, and the aspirations of individual consumers are being considered. Because of the multitude the individual is sometimes overlooked. While tremendous strides have been made in production, and studies are rapidly going forward on distribution problems, we have been somewhat dilatory in thoroughly and intimately analyzing the complex animal known as the consumer. The science of consumption still remains an unsolved project. There is no question but that it is a difficult job to catalog and index the working minds of more than 130,000,000 potential customers or consumers. The gargantuan nature of such a task is insurmountable. However, it is not beyond the realm of possibility for each individual retailer to learn of the science of consumption as portrayed by individuals within his own trading area. We suggest a more intensive, personalized study of this interesting and vital subject because the average common-place consumer is most important to every retailer. First, because there are so many. Second, because they are the very life blood of business.

Let no one belittle the importance of American consumers. They have been a tremendous influence in making the old-time, old-fashioned shop keeper a modern merchant. Their purse strings threw a loop around the antique equipment and methods formerly used and dragged them from outmoded shops. Year after year, consumers' buying habits have started merchandising reforms, created new ways of doing business. Unknowingly, men and women in front of counters and fitting stools have preached a gospel of change and progress.

By all ratings the standards of the 1939 shopper are higher than those of her hoop-skirted sister of yesterday. She has a better buying background than the shopper of former years. If she wishes to be assured of quality products she knows that she must pay the price. The 1939 shopper will be able to stroll past window after window flaunting the purse pleas of the price cutters without even turning her sensible head. The consumer is king, make no mistake, and price alone reigns high only in the neighborhoods of the very low income groups. This, because campaigns of consumer education have opened her eyes and shown her how to get the most out of her dollar. Armed with new and greater knowledge, the consumer is a much more skillful and powerful buyer than heretofore. She has learned to be careful about selecting the stores in which to do her buying, and she has also learned to be a faithful patron of the store which meets her exacting requirements. The dress of this nation is more important to the 1939 shopper than the dreary catalog of its wars, pestilence, depressions and famines, because the dress of this nation reflects her morale, her progress, her liveability, if you please. She hates stagnation. That's why unusual colors attract her. She has many moods, many pet aversions, many unrelated desires and ambitions all of which are hard to analyze in terms of products that will meet her requirements. If ever there is to be a science of consumption, the one project in which all retailers are interested, it will have to be founded on a precise knowledge and keener understanding of personalities. The field is wide in scope. Its depth is immeasurable, but it can be plumbed with profit.

Harold R. Quimby, Editor

COME spring, smart women will look like the charming model illustrated above . . . and as for the shoes they'll wear, see the next five pages. Crisp white pique adds a springlike note of contrast to the bow neck and bolero bodice line of this dress of black silk crepe. The stitched detail that trims the bodice and belt and is used in trouser-stripe effect at the sides of the skirt, appears again on the high-at-the-side felt hat.

COLOR SUMMARY FOR SPRING

Everybody Knows

Black will be big, especially in patent leather.

Navy-blue will sell well in all materials (excepting patent.) CREATIVE FOOTWEAR believes that the Admiralty type of blue will be a better general seller for Easter than the lighter shades, and that even darker blues are coming in high style merchandise.

White will continue as the backbone of summer business.

Everybody Wonders

How far Japonica and other shades of tan will go.

What the score may be on red burgundy and cranberry?

CREATIVE FOOTWEAR *believes that, because of the prevalence of bluish reds and cyclamen tones in clothes and make-up, there is every reason to expect the wine and red family to be strong, and to cut into the business on tans.*

The general opinion is that tan will be the stronger of the two families, but it's quite possible that the situation may reverse itself in high-style stores.

Everybody Discusses

The fact that there is a decided interest in the beige family, Caramel and kindred shades are going into street and sports shoes, wheat linens and meshes have sold very well for resort wear, and look big for summer. There are reports that the light beiges that sold in the 1920's are selling again today, in crushed kid for sports wear, and even, to a limited degree, in smooth kid for afternoon. And there's interest in the beige watersnake of the 1920's, too.

CREATIVE FOOTWEAR thinks that wheat linen and mesh are certainties, that Caramel has made a definite, if limited, place for itself, that the others have still to be proved.

Everybody Believes

That, because bright and light colors have sold well for the South, they will carry through the summer. And CREATIVE FOOTWEAR (as we said in our November issue) believes that you should *watch bright red.*

SIZE TEN CAN WEAR PATENT

REMEMBER when the great objection to a patent leather shoe lay in the fact that it made a woman's foot look large? That objection has been definitely licked, squashed, finished! Because the patent leather shoes of this year are, first of all, made over open patterns and, second, treated to break up the surface of the patent. They're young shoes. They're light looking. They're anything but staple. And the fact that they look well on a foot of any size has a great deal to do with the fact that patent leather is leading all materials for spring.

Illustrated above are five patent leather shoes each treated in a different way: Left to right, top row, (1) *Quilting* is news in patent leather, and lends great interest to this open-toed, heelless pump by Schwartz & Benjamin. (2) *Next to nothing*—this patent leather pump is a collection of narrow straps—as light a shoe as you could find—Garside. Left to right, (1) *Perforations*, and criss-cross stitching give a new look to the patent leather surface of this toeless, heelless pump by Palter De Liso. (2) *Perforations* and detachable ankle strap are interesting new points in this open patent leather sandal by Garside. (3) *A Perky Stitched Bow* flares from the throat of this open-toed patent leather pump by Unity-Grossman. Fairy Forms used throughout.

SMOOTH AND SURFACED LEATHERS

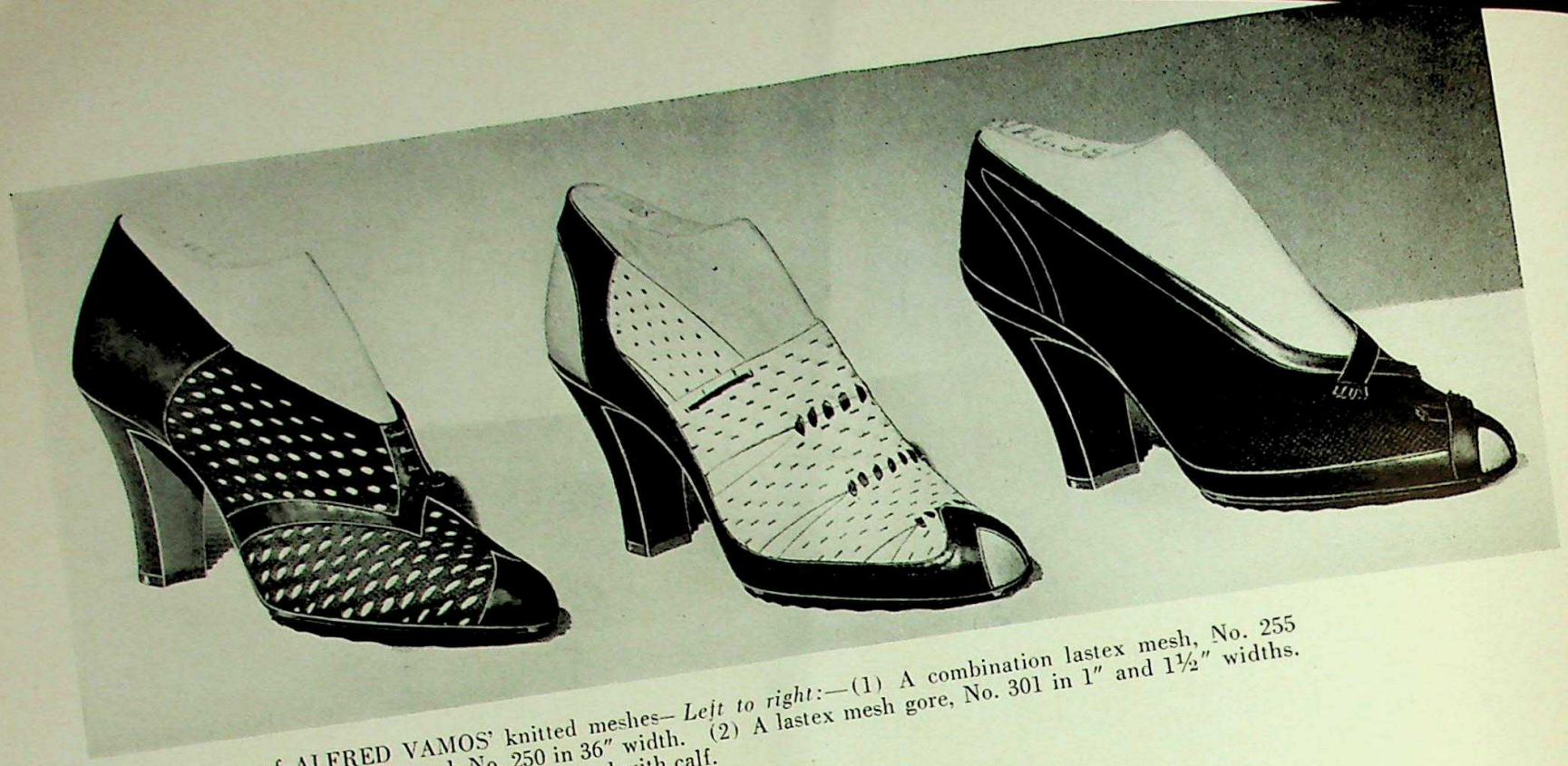
CALFSKIN is running a close race with patent leather for first place in spring business, in black, blue, tan, and shades of red and wine. The two calf shoes shown on this page are typical of the new calfskin fashions—they're light and open in pattern, they're punched full of holes, to lighten them still further.

KIDSKIN shoes in navy-blue and shades of red and wine will be promoted by many stores in connection with the very feminine costumes of the spring. And, as summer comes on, there will be a very wide variety of gay colors as well as white promoted in kidskin slippers for afternoon and informal evening wear.

CRUSHED KID in white and colors, will be volume in sports and play shoes as the season progresses. And the same thing holds true of other leathers with surface interest such as *boarded* and *grained calf*, or *pig*.

SUEDE will be promoted in a few high-style lines, but is not expected to be big. Many of the suedes shown will be elasticized.

Shoes shown below, *left to right, top row:* (1) Navy blue kid in an open shanked sandal pump by Laird, Schober. (2) Draped wine colored kid in a one strap with wide crushed strap by Laird, Schober. *Left to right, bottom row:* (1) Perforated calf in open shank, open-toed oxford by Unity Grossman. (2) Elasticized suede in a heelless open-toed pump with half platform by I. Miller. (3) Perforated calf in a heelless open-toed pump by Laird, Schober. Fairy Forms used throughout.



Three versions of ALFRED VAMOS' knitted meshes— *Left to right*:—(1) A combination lastex mesh, No. 255 in 16″ and 6″ widths and Rigid mesh No. 250 in 36″ width. (2) A lastex mesh gore, No. 301 in 1″ and 1½″ widths. (3) A perforated cloth No. 261, 18″ width combined with calf.

MESHES AND GABARDINE

No one knows why the mesh shoe ever went out of the picture, because it is as cool and practical a fashion as anyone could invent. Women must have missed it for the past year or so and asked for it, because suddenly there are all kinds of new meshes, silk and cotton, rigid and elasticized, knitted and woven on the market.

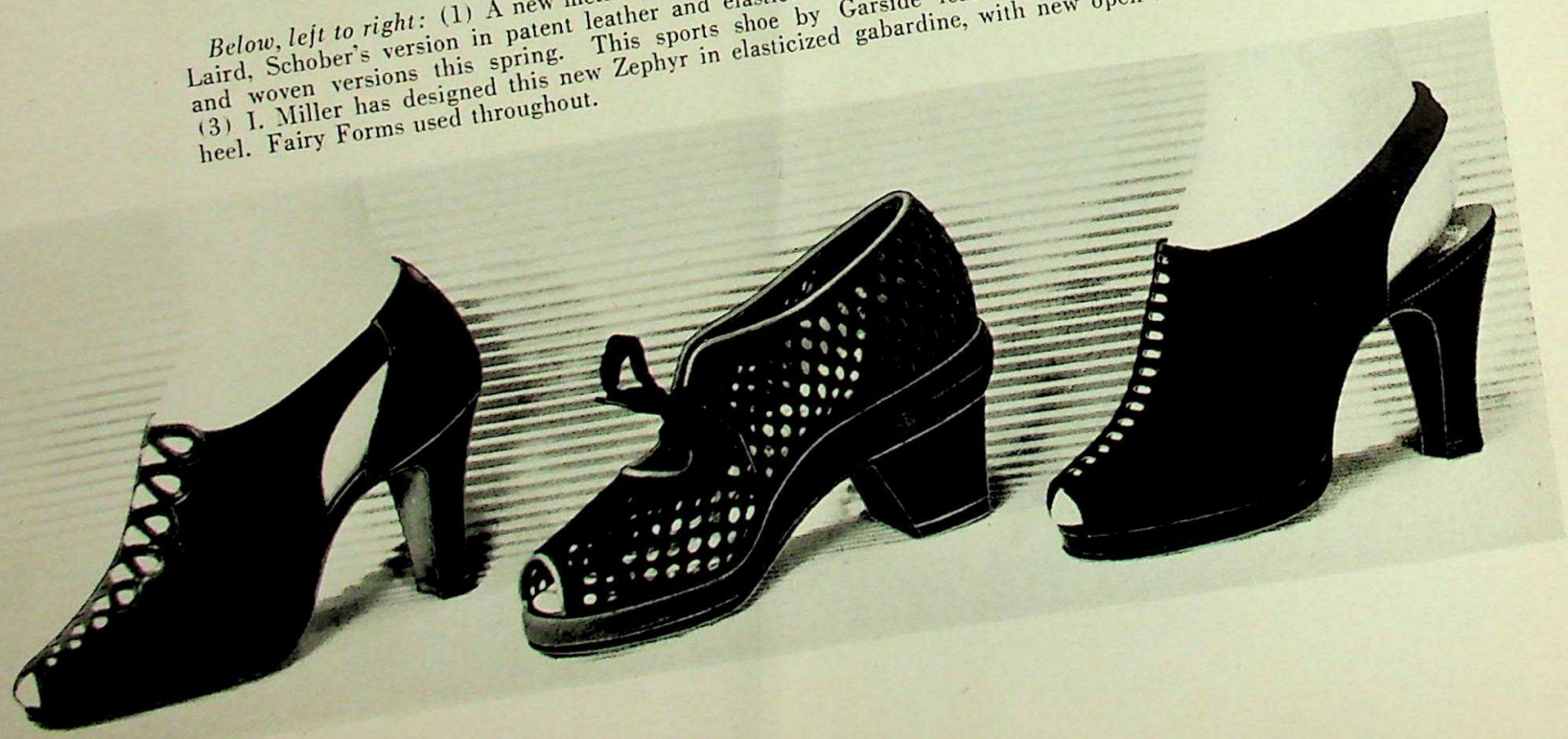
Highlights of the season are a knitted mesh in which the holes are larger and rounder than in previous seasons from J. Einstein; Herbert Lehman's new "Whirlwind" mesh; Marcus Heyman's "Spanish lace"; a new reversible mesh made by Rosemont Silk Co.; Palatine's knitted "Ventro"; J. M. Perkins dainty "Casino Mesh" through which leather lacing is very often run; Lawrence Schiff's water repellent knitted "Koolnit"; and Gitterman's two knitted meshes, "Manhattan" and "Virginia."

Elasticized mesh is combined with rigid mesh, either or both are combined with leather. (Probably the most practical use of mesh.)

Mesh shoes, or combinations of mesh and leather, will sell in dark shades for spring. They will continue in white, wheat and dark shades throughout the summer.

Gabardine is staging a revival. Elasticized gabardine will be promoted extensively in certain high-grade lines, and should account for a fair proportion of spring. It will not however, sweep the field as it has done in other seasons—there are too many other materials in the picture.

Below, left to right: (1) A new method of "opening 'em up," a principle which will be all important this spring, in Laird, Schober's version in patent leather and elasticized gabardine. (2) Mesh appears in knitted and crocheted and woven versions this spring. This sports shoe by Garside features a stiff crocheted mesh and new heel. (3) I. Miller has designed this new Zephyr in elasticized gabardine, with new open front, and ever-recurrent open heel. Fairy Forms used throughout.



Left to right, top row: (1) *Alligator-Lizard* in an open-toed step-in from A. Geller & Sons. (2) *Rhamgodies-Lizard* in an open-toed heelless oxford from A. Geller & Sons. *Bottom row*: (1) *Rhamgodies-Lizard* in an open-toed heelless pump from A. Geller & Sons. (2) *Alligator* goes formal in this open-toed heelless pump—Pincus & Tobias.

REPTILES SLITHER IN

REPTILES look increasingly important for spring,—quite possibly due to the fact that they take color beautifully, and that this is a season of color.

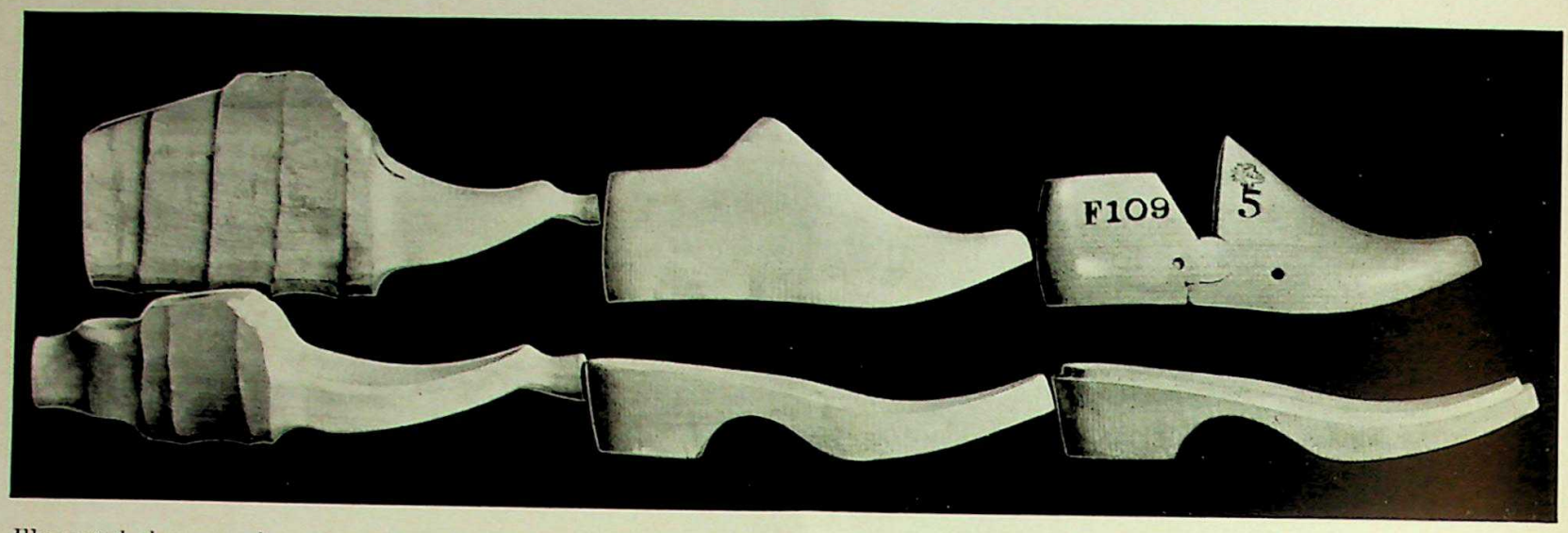
Alligator will be shown not only in sports shoes, but in shoes as formal as the pump on this page. Promote it in japonica, in red burgundy, cranberry, in bright red and bright blue and caramel.

Colored water-snakes were successfully introduced for resort wear, and are very likely to carry through into summer. There is also some talk of a revival of the beige water-snake that went with the knee-length skirts of the twenties—if there's anything in the cycle of fashion, this material should stand a chance. The colors, however, in the opinion of most people, are safer than the beige.

Alligator lizard is very much in the picture, and so is Calcutta.

Naturally, all of these reptiles will be sold in black and navy, as well as color, but they are most effective in color. You'll buy some colored shoes this spring in any case, and it's a good idea to promote a good many of them in reptile.

And if you're looking for a new neutral that is more or less a revival of an old favorite, you might try the *Rhamgodies Lizard* that Geller is promoting—a 1939 version of our old friend the Java.

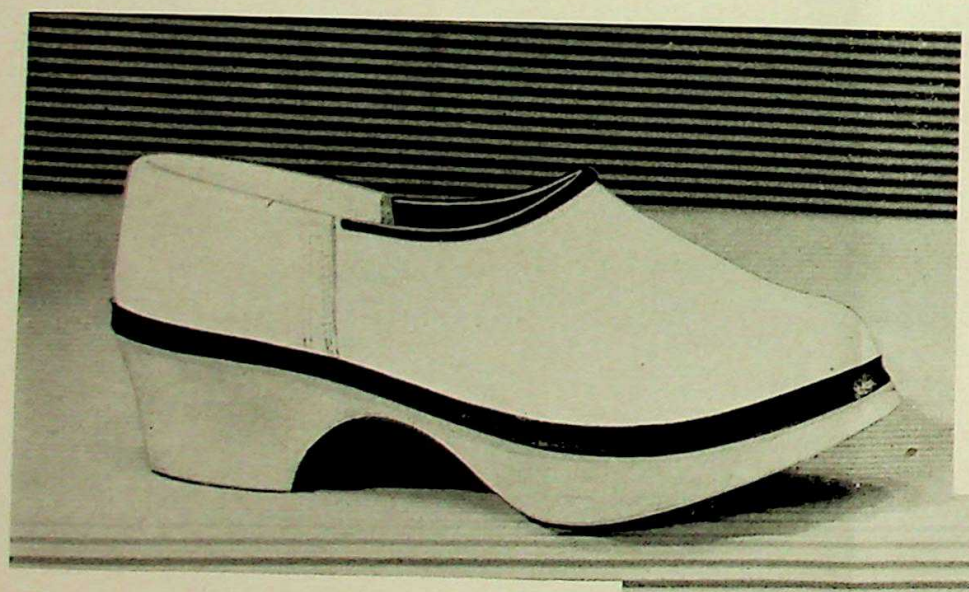


Illustrated above are the progressive steps necessary in the production of lasts and soles suitable for the new wooden soled types of footwear. Top row shows three stages through which lasts go, from rough to finished product. Bottom row shows the same steps, *left to right*, taken by wood soles before they are ready for the upper attaching process. Courtesy of Belcher Last Co.

THE TALE OF THE WOODEN SHOE

"LIST to the tale of the wooden shoe," we used to sing when we were children. But in 1939, the tale of the wooden shoe describes another old-world peasant fashion which is having great success in sports and beachwear versions. CREATIVE FOOTWEAR reported this fashion when it first appeared last June and has watched it grow into real importance.

In America we know Finland chiefly as the little country which paid its debts and produced a great runner, Nurmi. Now, Finland has produced "Nurmis" as well—designed by the great marathonist



Left — Original Finnish "Nurmi" with wooden sole and calf top, in summer colors, from John Winter & Son. *Below*—Its equivalent in street-wear styling; Dutch two-eyelet pump with high walled last and important nail-head decoration on platform from Pincus & Tobias.

himself, from the wooden-soled peasant shoes which have kept the feet of his countrywomen strong and beautiful.

These new creations have a rocker sole of birchwood, a light hard wood which does not conduct heat, so that the shoe is comfortable for summer wear on hot beaches, yet in the wintertime, with a woolen sock, will keep the foot pleasantly warm. The upper is of heavy calf, cured and aged, so that the shoe is absolutely waterproof. Imported by John Winter and Son, wooden soled shoes were first promoted by Bonwit Teller, in the natural calf. For the coming resort and for summer wear, several stores, including Shoecraft, Marshall Field, Bullocks-Wilshire, Nieman Marcus, Wanamakers (Phila.), The Emporium, Famous Barr, and others, are promoting wooden soled shoes in red, blue, green and white.

Originally sold as beachwear, wooden soled shoes are now making their appearance also for after-ski and after sports-wear at home; for country walking; for sports wear and even for dancing. College girls hailed them as a find, and they made their appearance on every campus. Smith College actually had to ban them from certain lecture corridors and dormitories, as their wearers made so much noise walking and dancing with them in the halls. Alex Mack, the smiling Finn who introduced wooden soled shoes to this country via John Winter and Son, predicts a wide resort and summer sale for them in colors.

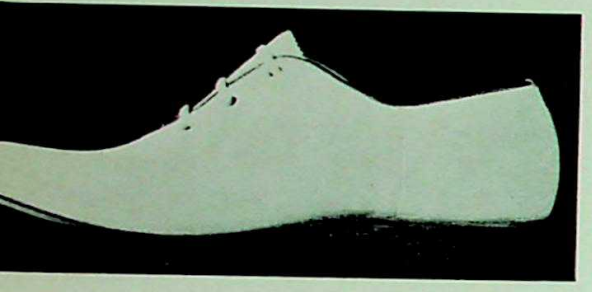
The wooden sole silhouette has of course been widely adapted for street shoes. We show on this spread a Zuider Zee in capre kid, an American street wear version of the original model. Here again are the plateau last, the platform sole, the tapering cylindrical heel. We owe a debt to Finland for a unique and novel style.

Will men adopt the wooden soled shoe? Some manufacturers and retailers think so. Illustrated above is a men's wooden soled last and wood sole by Belcher Last Co. which are being seriously considered by stylists interested in this new development.

Below, Pair of wood soled shoes featured by Rasmussen Shoe Co., natural tan upper, red stripping, brass studs. *Extreme lower right*, a street shoe with rocker bottom, Dutch heel, in light tan, white stripping, by Stetson Shoe Co.

STYLE FLASHES FROM THE FASHION FRONT

by **ART RILEY**



Above—U-throat, white buck, Dutch Boy model with Vul-Cork sole, by Curtis Shoe Co. *Below*—soft toe, mudguard model, saddle tan calf, natural crepe sole, by C. A. Eaton Co.

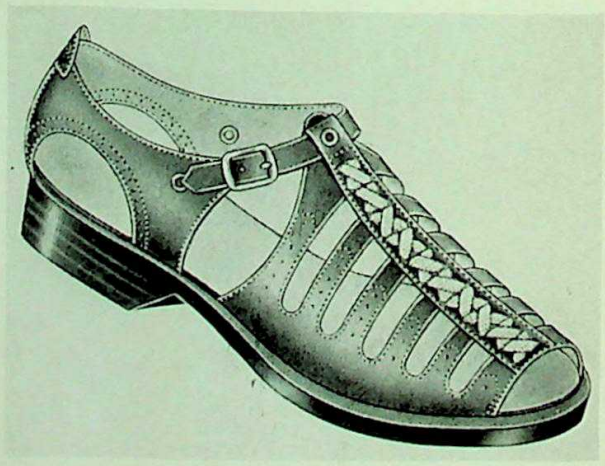
MIAMI, FLORIDA, January, 1939—Assaying mid-season style successes from a pre-season survey in the field of men's wear one would have to hand the laurel wreath for popularity to the Riviera lounge suit. It consists of slacks and shirts of the same material and matching belt. The shirt may be worn outside if so desired, much after the fashion of the Bush shirt which came into the picture two or three seasons ago. Retailers at resort centres report that it is fast-moving merchandise. This is a garment which should live for a few seasons to come allowing, of course, for the natural variations in style and color that inevitably will ensue. Colors embrace practically the entire range of the color spectrum that has thus far been allotted to the male and materials include gabardine, linen, tropical cloths, tussah silk, celanese and varied blends.

There are a few merchandising obstacles to this garment—one is that the women are adopting it which precludes its purchase by the more particular dressers. Your correspondent saw one worn by a woman of middle years in Miami, another on a younger matron aboard a cruise ship and many on women at Hialeah and Tropical Park.

Another shortcoming emanates from the indiscriminate use of such a garment by men themselves, that is, by wearing it at places and for occasions for which this apparel was not designed. An outfit of this type is designed primarily for lounging wear on the beach after the dip, loafing on a sun deck or at a cabana club.

Merchants retailing merchandise of this nature in the spring and summer months

Left—sun tan mesh with brown calf trim. *Upper*—white buck with brown calf trim. Both models by Heywood. *Below*—Roman Romeo, natural tan, white trim, by Geo. E. Keith Co.



Extreme left—New summer sport shoe of light colored wild boar hide, 2 toned crepe sole, one piece shoe with no seams, side lacing.

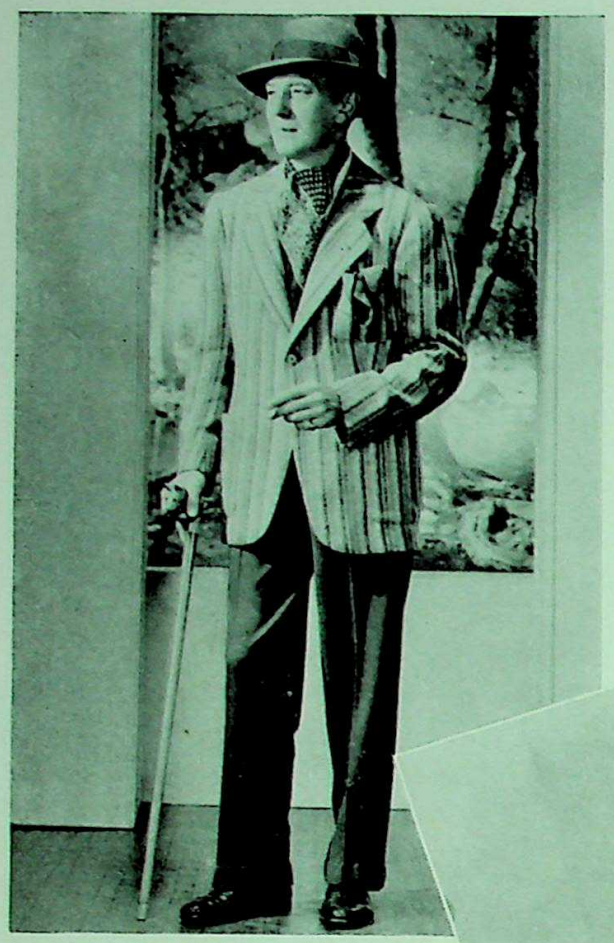
Center—Light tan Huarache type shoe, genuine hand woven, welt sole, double flexed leather outsole and pliable inner sole.

Below—A new type of plug oxford, flexible construction, soft toe, with low mud-guard effect that extends to foxing. All models appeared in Fashion Revue, National Shoe Fair, Chicago. Photos courtesy of National Shoe Fair.

ahead should instruct their sales staffs to guide customers accordingly when making a sale, for it must be remembered that the widespread adoption of such clothing for all-purpose leisure wear under a smiling sun likewise kills the sale of an inestimable amount of additional items including the more formal sports attire for wear at cocktail parties, the races and kindred activities. A very prominent retailer of men's wear in New York and Miami Beach expressed the thought that making up such garments in very large sizes has a very harmful effect. However, what can a poor retailer do? Most men are quite blind to their own bodily defects or variations from the standard set by Apollo; again, many do not possess even the most rudimentary sense of color harmony in so far as their own personal attire is concerned.

English tweeds and shetlands appear to have the pole for sport coat materials with the exaggerated herringbone pattern in different hues strongly favored with the general tendency of design leaning heavily to the three button model. Sport and belted backs are definitely taboo.

Men are slowly awakening to the fact that frequent changes and combinations in attire can be accomplished quite economically through the interchange of different pairs of slacks and sport coats with the result that, today, (*Continued on page 28*)



Left—Joseph's coat for outing, terra cotta snap brim hat and slacks, hand carved police dog stick, 'kerchief throwover with gold pin.

Right—Suitable for the South and next Summer, the Gulf blue single breasted dinner jacket, with blue silk dinner hat, maroon panel tie, flower, cummerbund, ruby studs, twilight blue dinner trousers.

Below—Single breasted twilight blue dinner jacket, ecru pleated dinner shirt, with (blue dinner tie, red panel) ruby studs, maroon flower.

Left—Blue Director's Suit for semi formal day use, blue coat and waistcoat, blue striped trousers, blue Homberg hat.

MODELS

A MAN should be sold clothing and accessories of dress on the basis of his personality. Because this has not been done to any great extent, the field of men's wear is wide open for this high type of promotion. Here on this spread we illustrate eight different models styled for 1939 selling. Reference to descriptive text will indicate the important part color plays in attire for the well dressed man. Color is rapidly moving ahead and presages a complete revolution in men's dress. The day

Left—Braided blue Cutaway coat, topped off with blue felt topper, blue and white tie, turned down starched fold collar, double breasted white waistcoat, steel blue trousers, stick, gloves.

Right—Blue opera cape, lined ten yards of red satin, velvet standing collar, worn over twilight blue tails. Note the dark buttons on the waistcoat, (a new feature), topped off with blue felt topper.

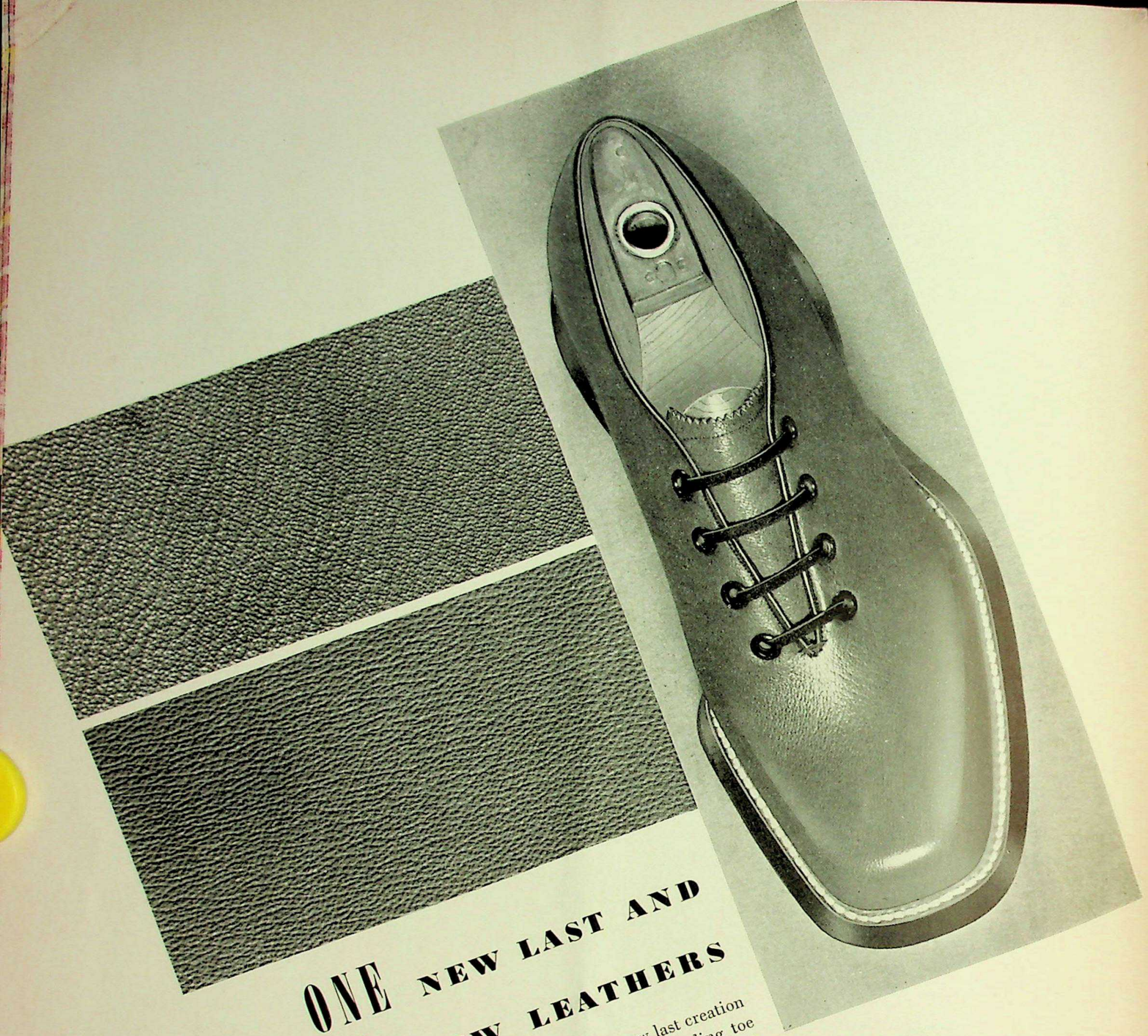
Right—Twilight blue tails, twilight blue facing, cloth collar. Note the short waist and the long tapering skirt which is streamlined, in order to obtain leg length. According to prevailing styles, use one-half a man's height, plus 10 inches. If a man is six feet tall, this is seventy-two inches, one-half is thirty-six, plus ten inches, or forty-six long.

Below—Single breasted Grecian key pattern plaid sack suit of black and white, with a red overplaid, pink shirt, black and white tie, gray Homberg hat, stick, gloves, flower.

FOR 1939

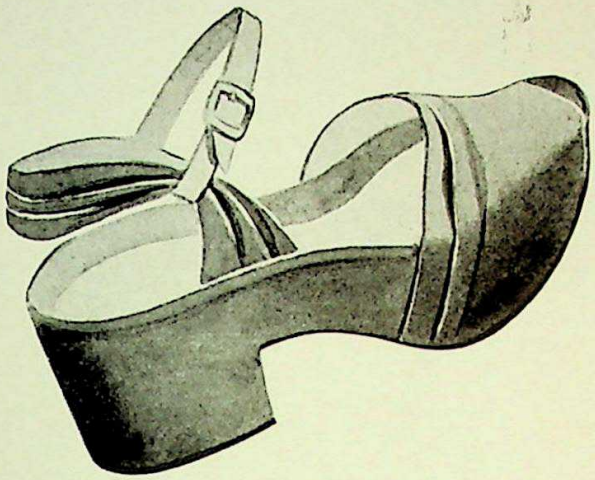
of the utilitarian influence is apparently on the way out. The wide diffusion of color in the new "dress-up" movement among America's male population in the future will have a tremendous psychological effect upon the courage, morale and confidence of the individual. It will give cheer, create new personalities and stimulate prosperity. How each retailer capitalizes on this new force depends entirely on the energy he expends in learning more of this new, vital sales promoting factor.

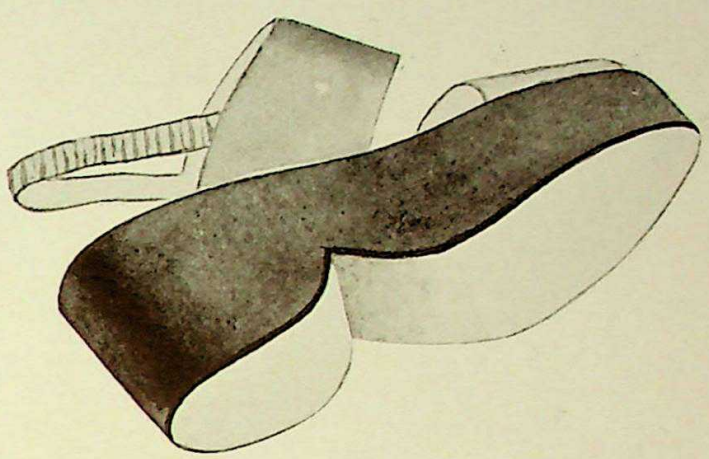
All photographs courtesy of Raymond G. Twyeffort, Twyeffort, Inc., Rockefeller Center, New York.



ONE NEW LAST AND TWO NEW LEATHERS

On the right we introduce for the first time a new last creation for men that has been termed the Flangee. It has receding toe and side walls and the sole and the heel flare out to conform with the shape of the last on which the shoe is built. While this last, in a sense, is a modification of the popular straight walled lasts which have been so popular during the last two or three seasons, it also introduces a new stream-lined flanged vamp effect that has here-to-fore not been shown. It is leathered in Brogandi a new heavy duty kid grain that is meeting with wide acceptance among stylists of men's smart shoes. This grain is reproduced above (top illustration) exact size. The lower grain also designed for men's shoes is known as Bohkara. Last is by United Last Co. Leather Grains by John R. Evans Co.





SCOOPS

SAKS Fifth Avenue has introduced a brand new family of beach shoes known as Scoops (U. S. Registration and Patent Applied for) which introduces a new fashion note here-to-fore not seen in this type of footwear. To get the full meaning of this innovation let us quote from a recent announcement, "Scoops . . . their high heels are scooped out so that your feet fit right down into them. They're cushiony, resilient and a colorful addition to beach or boardwalk. The body of the scoop is made of cork covered with brilliant leathers and fabrics. They're high, wide and specially handsome with your dinner slacks as you dine leisurely in your patio." Scoops are presented in three types as illustrated above; Upper Left, Egyptian Scoop, in blue, black or red silk jersey. Right, Roman Scoop, in white or yellow suede with tan calf; green, red, or blue suede with white buck. Lower Left, Grecian Scoop—in white buck with tan calf or multi-colored suede strippings with red calf. Designed exclusively for Saks Fifth Avenue by Mabel Winkel.

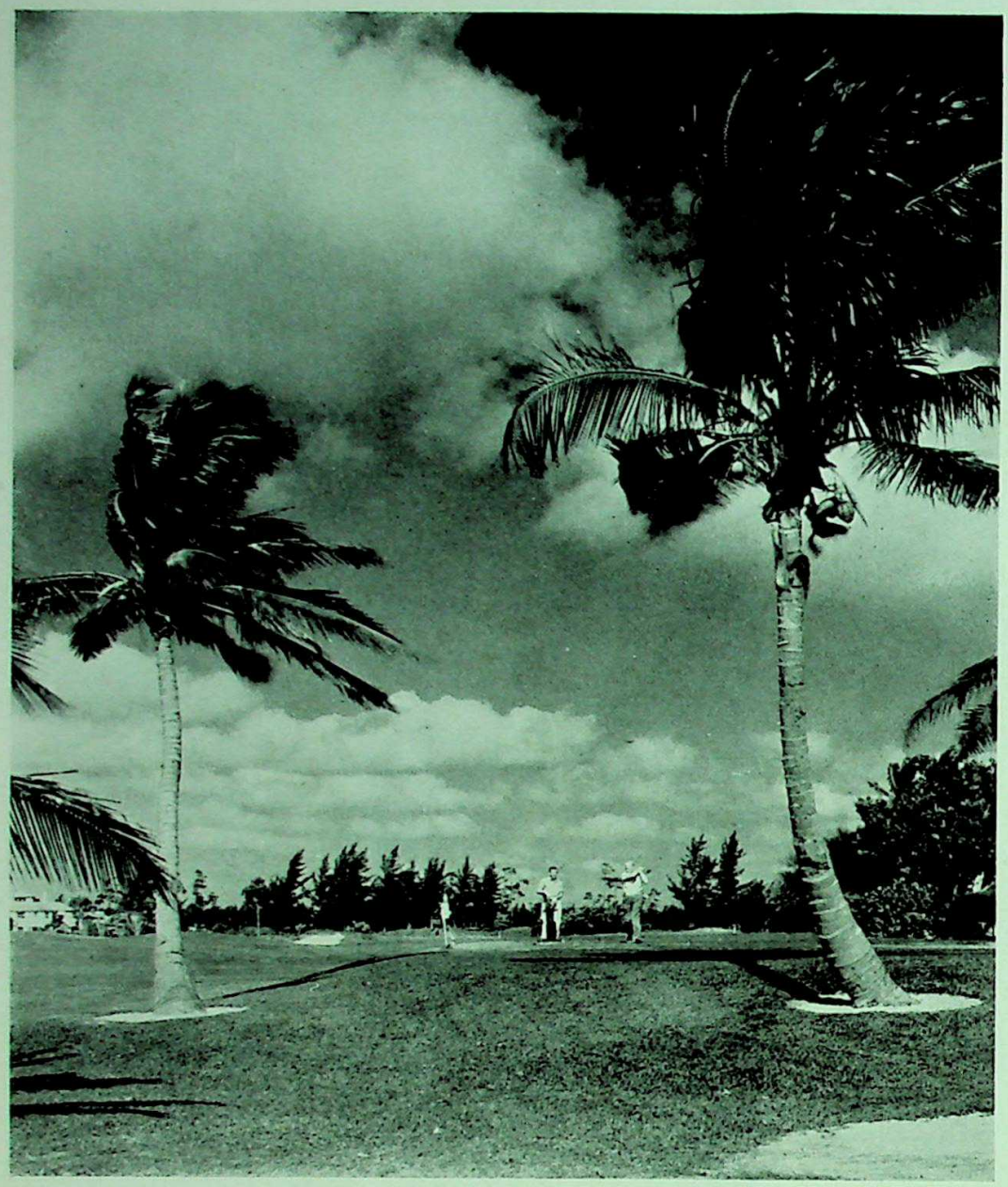
48898

Creative
Footwear's
PROMOTION SUGGESTION

MESHES FOR MARCH

MESHES are back with a bang—see page 16 for the detailed story. Creative Footwear believes that they are excellent for March promotion, because they answer the problem of a dark shoe that looks new and springlike. Black mesh combined with patent leather, navy-blue mesh combined with navy-blue calf, should be the two biggest sellers in early March, with meshes in shades of tan and wine following as the weather grows warmer. Women will like the shoes not only because meshes look new again, but because they will be practical for wear throughout the summer. Advertise meshes early, fill your windows full of them, tie them up with spring clothes—you might even go lyrical and sell the fact that they let spring sunshine in! They're one of the safest bets of the season.

Worth looking at!
Style Galoshes by
HOOD
The complete new line of Hood Galoshes
is now being shown by Hood salesmen
HOOD RUBBER COMPANY, Inc.
WATERTOWN, MASS.



In the Land of Sunshine *(Courtesy of Miami-Biltmore Country Club)*

Style Flashes

(Continued from Page 21)

slacks are being offered in a wide range of colors and materials. The white jacket is clung to by many as a cool and desirable garment around which to build their wardrobe activities.

Bathing trunks are beginning to show themselves in bright hues and with a silken finish enscrolled with some native figurative motif. They are made of a combination of celanese, cotton and lastex. Your correspondent saw a few upon bathers at Miami Beach and a bright yellow or color of similar brilliance looks grand against a sun-browned body, provided, of course, that that body is in line with the Apollo-like standard previously mentioned. Dealers feel that acceptance will be slow on this type of merchandise, yet it is an article that possesses a powerful potential sales punch should once it click.

The three-button collarless coat is gaining ground and one large manufacturer has brought it out on a reasonable price basis. When worn in a bright color it offers a very pleasing enhancement to a sun-tanned visage. Paul Runyan, Professional Golf Champion of New Jersey and a guest at the Miami-Biltmore, looked very smart in one styled in Bermuda blue. This sport jacket lends itself in perfect harmony with the generously collared sport shirt so popular nowadays when worn open at the throat and draped over the collarless jacket. Again, this style of jacket offers itself to the wider use of the neckerchief for pleasing combinations. The neckerchief has been a little slow in its adoption but there is evidence aplenty in Southern resorts that this smart accessory is steadily gaining ground.

The cable stitch type of sweater is in evidence everywhere and appears at its best in pleasing tones of solid color.

Lighter fabrics and color still hold sway in evening clothes for tropic wear and a new and pleasing color noted in a Miami men's wear shop was termed Nassau blue evidently getting its inspiration from the lovely blue of the Gulf Stream that nibbles at the shores of that isle of perpetual June—Nassau.

Color is rapidly gaining in masculine favor and some of the colors noted in leisure clothing for men this season have been expressed as follows: pottery blue, palmetto green, beach tan and gull gray.

Sandals have at last been accepted without fear of their long association with femininity. They have definitely come into the picture for beach and lounge wear both natural and in color. The adoption of leather sandals is one of the outstanding fashion notes of the season. The use of suede in various colors is an innovation in this department. One prominent manufacturer has introduced a very novel and practical beach and lounge sandal with a padded sole specially treated to endure rugged wear. It comes in a combination black and white pigskin as well as the natural.

Whites in plain toe models appear to lead while the medallion version is definitely out judging from what prominent retailers have to say on sales to date. Combinations of black and white, and black and tan in varied leathers still enjoy an excellent share of popularity. Perforations and woven shoes have been moving up by way of acceptance and sales in these styles should greatly increase as the season moves ahead. The saddle model and the Norwegian type of lounge shoe are some of the older models that seem to cling to popular favor despite the fact that they have already lived for a few seasons.

GABARDINE

FASHION APPROVED FABRIC . .

●

QUALITY 1460

A FINE TWILL GABARDINE . . . . .
IN A COMPREHENSIVE COLLEC-
TION OF AUTHENTIC COLORS.

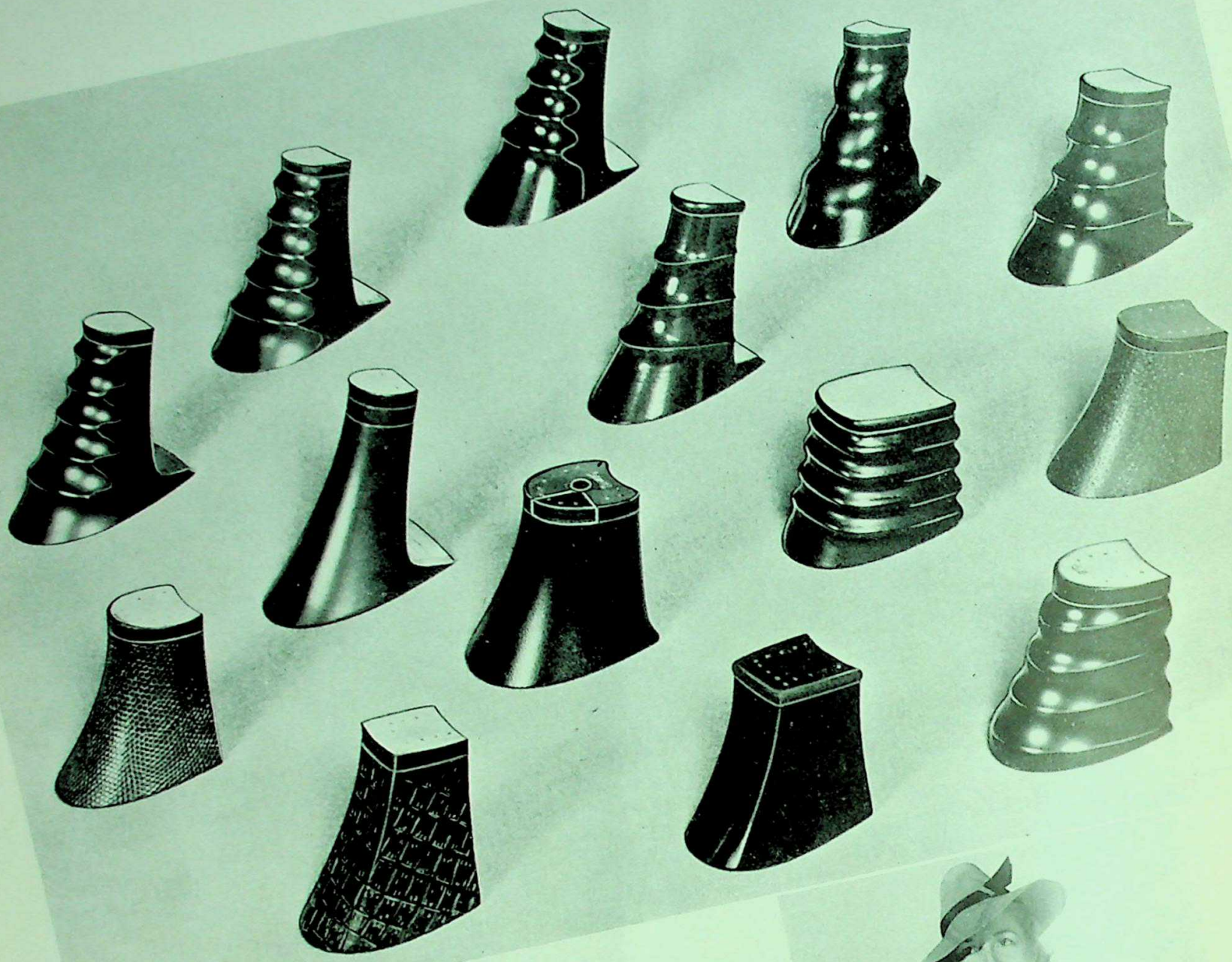
SUPERIOR IN RICHNESS OF AP-
PEARANCE, COLOR AND WEAR-
ING QUALITIES.

CAN BE READILY CLEANED WITH
BRUSH, SOAP AND WATER OR
BENZINE AND SIMILAR CLEANERS.

Sample books on request.

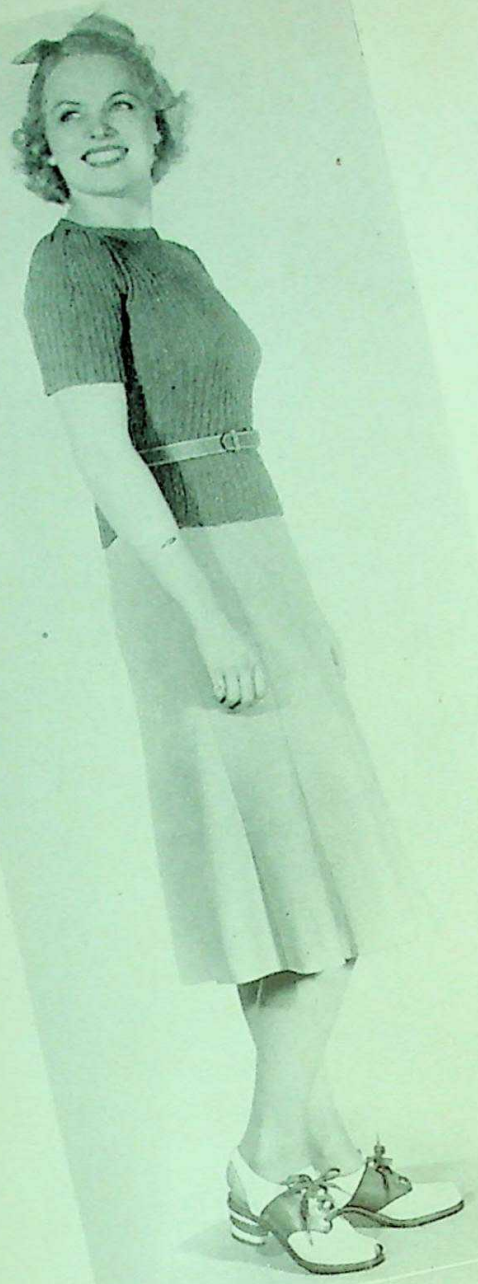
●

J. EINSTEIN, INC. ONE PARK AVENUE NEW YORK, N. Y.



HAIL THE HAUGHTY HEELS

THERE'S news in heels—and has been—ever since attention was directed to the new spun designs (first shown in the July 1938 issue of CREATIVE FOOTWEAR) which were originally conceived on the Continent. At that time, if you'll recall, we illustrated heels of glittering silver and gold balls, inverted golden pedestals, and the trig shapely wire tower of Eiffel. To be truthful, those conceptions were exotic and much too costly to be attached to the average shoe that the average American feminist would wear. They did however, introduce a new fashion element to shoes—an element that has been painstakingly developed by heel makers. Recently a collection of more than fifty heels was deposited on our desk and from this group we've carefully



selected twenty-six of the newer innovations all of which are illustrated on this spread. Heels are definitely in the style picture. They have almost as much importance as sole treatments—in fact they tie up directly with soles where so much attention is being focused. Spiral heels, square heels, oval heels, two-toned heels, air-plane heels, notched heels, poker chip heels, and a myriad of other novel ideas are now being shown.

The model on the left page is wearing a pair of wine toned alligator calf Dutch boy type of shoes with blue calf platform soles and alligator covered Dutch heels. The model on the right page is wearing a pair of sports oxfords in white buck with Japonica calf saddle, platform soles of Japonica with combination poker chip heels. Both of these models appeared in the fashion parade presented at the National Shoe Fair held in Chicago in January. Heels are by the courtesy of Vulcan Corp.

J

THE NEW PARISIAN CHALLENGE

by **DORA MILLER**

Creative Footwear's Continental Fashion Observer

COLOR, color, color! That is the challenge which Paris bottiers are throwing down to the world for spring. These colors are in shoes for gay and dancing feet, (even for daytime wear) and the few who have seen the first designs which have come out are genuinely enthusiastic about them. The radical change from the usual conservative colors is one well worth marking—it is about as radical a change as could be imagined!

Leather and heavy linen are very often used together. And many of the shoes will be made in the actual fabric of the dress, that is, in shantung, marocain—either printed or plain, or in jersey or crepe or just linen or cottons. These are inevitably trimmed with pipings or little cords of leather in very bright shades in contrast to the color of the shoes.

For sport or for morning wear, some low or medium height heels are still shown. These are often shown in one unit with the sole. For afternoon, the foot seems more elegant and "bottier" with a slender, high heel—and these are the heels chosen universally for this type of shoe. Often these are in a bright color, contrasting with the shoe and recalling the "red heels" which accompanied dresses in the time of the Pannier dresses.

Evening shoes are shown in satin or in kid in the softest of pastel tones. Cutouts, and big ones, remain in favor giving a very light, open effect. Often they are held on only by the narrowest of straps at the side, interlaced, while the higher cut front is flatteringly cut out. Gold and silver kid continue to hold a big place in fashion for evening.

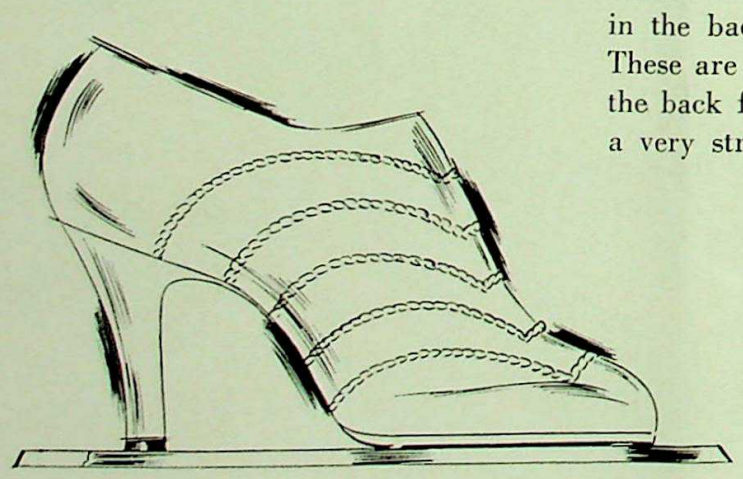
Lace-like effects of narrow bands in two opposing colors, interwoven, either in the same leather or in contrasting leathers, such as kid and antelope, kid antelope and lizard, are used with real success for the dressier type of afternoon shoes.

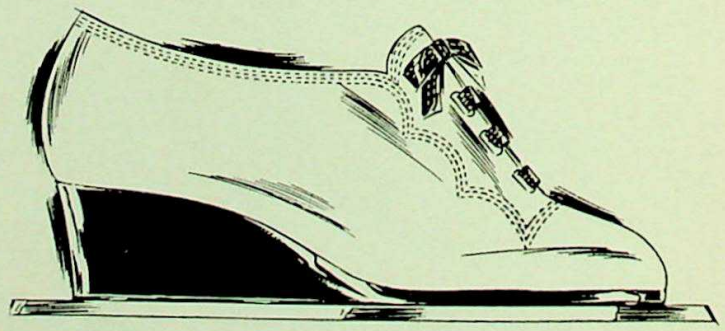
Perugia is showing an amusing shoe for afternoon wear. This resembles a pump in black antelope with a heavy sole in gold leather cut in one piece with the bottier heel. The shoe rides high in the back and is pleated in two tiny cornucopias at the sides. These are lined with gold like the narrow leather cord which holds the back fullness snug to the ankle. It is not only a very new but a very striking idea, and may well be one from which quantities

Upper left, gold leather straps with small gold sequins embroidered on them.

Center, red kid model with contrasting colored cording in five graceful rows.

Right, black antelope with gold stitchings, black patent leather lacing, black patent leather wedge heel.





CLASS OF SERVICE

This is a full-rate Cablegram unless its deferred character is indicated by a suitable sign preceding the address.

WESTERN UNION CABLEGRAM

R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS	
	Full-Rate Cablegram
LC	Deferred Cablegram
NLT	Cable Night Letter
	Ship Radiogram

FASHION FLASH FROM PARIS

CDBO 19 PARIS 92/91 1/42/41
CREATIVE FOOTWEAR, BOSTON

GREAT EMPHASIS IS BEING PUT ON SHOES FOR INTIMATE EVENINGS AT HOME THAT ARE ALMOST INDISTINGUISHABLE FROM FORMAL TYPES OF FOOTWEAR STOP LEGION HONNEUR RED SATIN TRIMMED WITH GOLD KID WITH DOUBLE FAN FRONT PART WITH HEAVY GOLD SOLE SEEN STOP BLACK SATIN HIGH RIDING MODEL WITH CUTOUT SIDES HAS HUGE PLAQUE OF WHITE GUIPURE LACE VAMP STOP FORMAL WHITE CREPE SANDAL SHOWN WITH HIGH FRONT SLIT IN CENTER COVERED CLOSELY WITH STRASS STARS AND STRASS HEEL STOP VIOLET AND SILVER LEATHER MIXED TIELESS FORMAL ALSO BACKLESS HELD BY FINE STRAP AROUND ANKLE WITH DOUBLE SOLE IN TWO COLORS SEEN STOP COLORED HEELS MATCH COLORED INCRUSTATIONS AND GEOMETRIC PATTERNS INTENDED TO COMPLETE ENSEMBLES OF PRINTED MATERIALS.

DORA MILLER.

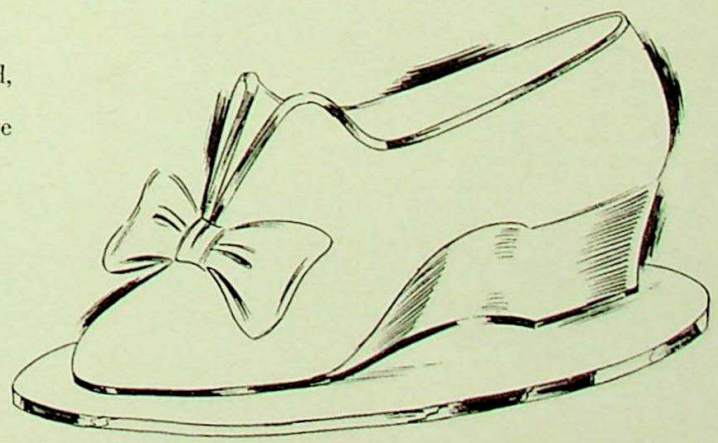
of other models will take their inspiration as the summer advances.

The idea of metal cords and strings, outlining the sole and serving as a trimming is used by Pinet who also expresses the same idea in leather cords or in linen on shoes in light shades.

As was expected, Perugia continues to use his "Madras des Antilles" for the theme of many of his shoes in light shades and in the softest of pastel tones.

Hellstern concentrates on shoes which are simple in outline and reminiscent of the Richelieu type. He depends on the fineness of workmanship and on kid pipings in a shade lighter than the shoe for his effects. His heels remain slender and high.

The vamp remains closely adjusted to the foot and mounts well up on the instep, always cut in a single piece without stitchings or seamings to break the glove-like lines. Trimmings are confined to a single side on high front models. The effects of buckles in two colors of leather are used to emphasize the new cuts. Degrade disks or stylised flowers are also used to trim many of the spring shoes.



Upper right, a new Parisian model in marine blue kid, note cut-out tear drops on vamp.
Right, black kid with red kid trim and bow, red wedge heel.

AS SEEN IN THE LAND OF SUNSHINE

Illustration, upper right. There's Chinese influence in this enormous beach hat of natural woven Milan with huge pagoda brim, flanged with shirred velvet ribbons in bright colors. Colors are repeated in loops atop the crown. Modeled by Frances Braswell of New York, at the pool of the Roney Plaza at Miami Beach. She wears toe-less, heelless, triple-deck platforms of white calf.

Illustration, upper left. The "Mariner Sailor," several sizes smaller than the old-fashioned sailor hat is trimmed with bow and below-shoulder length veiling of chicken-wire wool net in blue. Toe-less shoes of natural linen mesh. Modeled by Carol Tuer of Detroit. Right: The "Orange Bowl" hat is white tapestry braid and, underneath, black felt. The forward loop trim is the same white braid. Note cut-out areas on shoes and heavy ribbed heel. Modeled by Juanita Miller of Miami Beach, at the Roney Plaza.

Illustration, lower left. A white beach hat of domino straw is trimmed with nautical print of bright blue oiled silk. The brim flips up at the back with a huge bow of the same printed silk. Toe-less platforms with side gore uppers. Modeled at the Roney Plaza by Juanita Miller of Miami Beach. All hats designed by G. Howard Hodge.

Health and Feature Shoes
Devoted to FEET and BETTER FITTING SHOES
FEBRUARY
1939

THE ANATOMY OF THE FOOT

by

Dr. T. L. Northup

From the shoeman's point of view the study of the anatomy of the foot and leg without the consideration of its physiology or normal activity would be entirely inadequate for it must be remembered that the foot is normally very flexible and, in providing suitable footwear for various uses, comfortable function of the foot is of first importance.

Knowledge of the contour of the static foot and the normal variations in size and width is not enough. We should be familiar with the mechanics of the foot as well as having a thorough knowledge of the various anatomical structures that make up its framework which gives it shape and cause it to function properly.

The Foot Skeleton

The bony skeleton consists of twenty-six bones, namely: calcaneus talus, navicular, cuboid, internal cuneiform, middle cuneiform, external cuneiform, five metatarsal and fourteen phalanges arranged to give the greatest strength under body weight and greatest freedom of motion where motion is needed. Every shoeman should own a foot skeleton and study it. Compare it with every other skeleton possible and note differences and similarities. In this way he will continually be discovering new principles in foot mechanics and be better able to analyze fundamental foot mechanics.

A study of the bones of the foot will reveal the location of strength and the directions of the principal weight-bearing and propulsive forces exerted in and through the feet in standing and walking. The stronger the bones the more weight they are intended to carry. We can trust nature to make few mistakes.

Aside from a study of the articular surfaces and direct weight-bearing points one should become familiar with the process of bone extending from the inner side of the calcaneus

known as the sustentaculum tali. It acts as a supporting shelf under the inner side of the talus and has a grooved under surface which carries the tendon of the flexor hallucis longus. This process on the calcaneus and the groove on the under surface of the cuboid bone which carries the tendon of the peronaeus longus act as pulleys through which the tendons of these powerful muscles glide freely in the support of the arched structure of the foot.

Arches

There are many splendid classifications of arches. The usual one describes internal longitudinal, external longitudinal and transverse, omitting any consideration of the so-called metatarsal arch other than in connection with the transverse. There is no articulation between the heads of any of the metatarsal bones therefore no arch can exist. The position of each metatarsal head will depend on the position of the cuneiform or cuboid to which it is attached at its base.

Many misconceptions of foot mechanics are due to the fact that many of us do not understand the mechanics of the arches and how they are developed. Arches are developed as a result of muscle pull against body weight during the growing

Where Is this So-Called Resistance to Corrective Shoes?

A recent survey of Free Tread wearers in the city of Syracuse, New York, revealed that of every hundred wearers, 98 bought Free Treads at $10.50, for more comfort, and most significant

88 of every hundred women wearing them were pleased with their appearance.

Quite a revelation to those of us who feel that corrective shoes are bought or worn under protest.

If you are in the market for a line of well styled purely corrective shoes either branded or unbranded, investigate FREE TREADS.

While they are built on "medicine" lasts, they are definitely not hard-to-sell.

A 1939 catalog is now available.

W B Coon Co

37 CANAL ST., ROCHESTER, N. Y.

New York Office
910 Marbridge Bldg.

Chicago Office
507 Security Bldg.

period of life. A high arch or a low arch may be normal for a given individual. From a study of the bones of a great number of feet, noting the muscular attachment and the direction of muscle pull, I am of the opinion that the foot should be studied as a unit and I like to study the foot as a single longitudinal arch.

The normal tone of the leg muscles which support the foot structures, if in perfect balance, will develop a perfect arch construction and if we study the direction of the forces applied we will find that they all tend to bind the foot into a single arch of flexible construction with the long and short plantar ligaments acting as a check on the spreading of this arch.

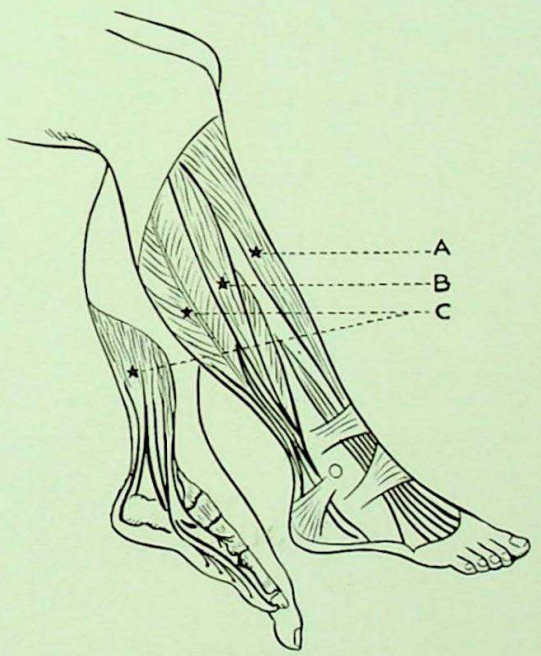
In the foot we have the total imposed weight directed downward on top of the talus and transmitted to the other bones of the foot at right angles to the facet surfaces and passed on through each respective bone on a line at right angles to the receiving joint surface. If a given bone has but two joint surfaces the line of force exerted through that bone will be a straight line connecting the two articular surfaces and at right angles to each. If a bone has more than two articular facets the line of force will be directed at right angles to each. The position of each bone is maintained always by at least two equal and opposing forces. Motion is produced by inequality of these forces.

In many of the foot movements nearly everyone of the twenty-six bones are moved on one or more of the remaining twenty-five. The major flexion-extension movement is in the articulations between the talus and navicular and the calcaneus and the cuboid. There is also flexion and extension of the toes at the metatarsal-phalangeal articulations. The major inversion-eversion motion is in the articulation between the talus and calcaneus and between these bones and the navicular and cuboid respectively. There is also a yielding of the articulation of the tarsal and metatarsal bones that aid in these motions. It is however useless to study foot motion by considering each articulation separately. Only by studying the foot as a unit may we come to any definite understanding of the function of its parts.

Muscles

The fleshy part of the foot is made up of short muscles that are situated under the bony skeleton, the function of which is to conform the plantar surface of the foot to the ground or the inner sole of the shoe. These muscles all have their origin and insertion from and to bones of the foot. Thus it will be seen that only the joints of the foot itself may be moved by them and they possess only limited power as compared with the strong action of the muscles of the leg. See illustration shown below of leg and foot showing muscular groups.

A. Anterior Crural Muscles
B. Lateral Crural Muscles
C. Posterior Crural Muscles



All of the muscles of the leg below the knee with one exception are attached by long tendons to the bones of the foot and exert the principal motive power in standing and walking. They comprise three groups. In the anterior group we find the tibialis anterior, extensor hallucis longus, extensor digitorum longus and peronaeus tertius. The posterior group include the gastrocnemius, soleus, plantaris, flexor hallucis longus, flexor digitorum longus and tibialis posterior. The lateral group is made up of two muscles only, peronaeus longus and peronaeus brevis. The gastrocnemius and soleus act together in walking and raising on the toes through common tendon, the tendo Achilles attached to the tuberosity of the calcaneus.

Of these three groups which control the various movements of the foot, the anterior group has the function of dorsal flexion of the foot and extension of the toes, the outer group that everts the foot, and the posterior group plantar flexes the toes and the foot and extends the ankle. Inversion is accomplished by certain muscles of both anterior and posterior groups acting in coordination. A thorough study of the anatomy and the mechanics of the muscles of the leg and foot are necessary and particularly the muscles that work against each other in pairs, as the extensor digitorum longus and the flexor digitorum longus controlling flexion and extension of the four outer toes. (See next two pages.)

The tibialis anterior, tibialis posterior and the peronaeus longus act as a combined support to the tarsus, the tendon of the peronaeus longus extending under the cuboid and passing forward and across under the cuneiform bones to attach to the base of the first metatarsal and internal cuneiform acting with the tibialis anterior as a swing support and binder to the transverse arch. The tibialis posterior is attached by its tendon which passes behind the internal malleolus and is inserted directly to tuberosity of the navicular, to under edge of the anterior portion of the sustentaculum tali, and to the under surfaces of all the tarsal bones except the talus, as well as the under surface of the base of each metatarsal. The tendons of these three powerful muscles bind the tarsus into a strong but flexible structure. The preconceived ideas of arches are thus somewhat upset. Is it not more correctly a single flexible arch reinforced by the muscles that control it making it adaptable to carrying a movable load? Might we not consider the foot as an adaptable lever through which the force of the powerful gastrocnemius is made ef-

S-S-SHH!
your cash register has a friend
SHU-SHINE
WHITE CLEANER
25
25
A BETTER WHITE FOR CANVAS, CALF, BUCK AND KID SHOES
MANUFACTURED BY OSMIC CHEMICAL CO. BROCKTON, MASS. U.S.A.
SHU-SHINE gets on a friendly footing right away. Attractive appearance makes sales. Satisfactory performance keeps the profits coming. Laboratory prepared, Shu-Shine is always uniform. It cannot harm leather or fabric. There's a great "White" year ahead. Order from your jobber today. In tube, jar, bottle or Dandee Duster.
OSMIC CHEMICAL COMPANY, Brockton, Mass.
TAILOR-MADE FOR THE Shoe TRADE

Nothing takes the place of Spikes
U.S. PAT. - 1,827,514
PHILLIPS
SELF LOCKING
DETATCHABLE
GOLF SPIKES
The "Spike" that made Golf Shoe History
More and more shoe manufacturers are using The Detachable Phillips Spike.
We make it possible for leading Retailers to sell our spikes and to service these shoes.
Write for our folder giving complete story
F. C. PHILLIPS CO. Stoughton, Mass.

fective in walking and running? The strongest flexor muscle of the foot is the flexor hallucis longus. Its origin is from the back of the fibula on the outer portion of the back of the leg and its tendon extends in the outer groove on the back of the tibia and in a groove on the back of the talus winding under the sustentaculum tali in a way to exert the most positive support to the tarsus and extends forward to be attached to the base of the last

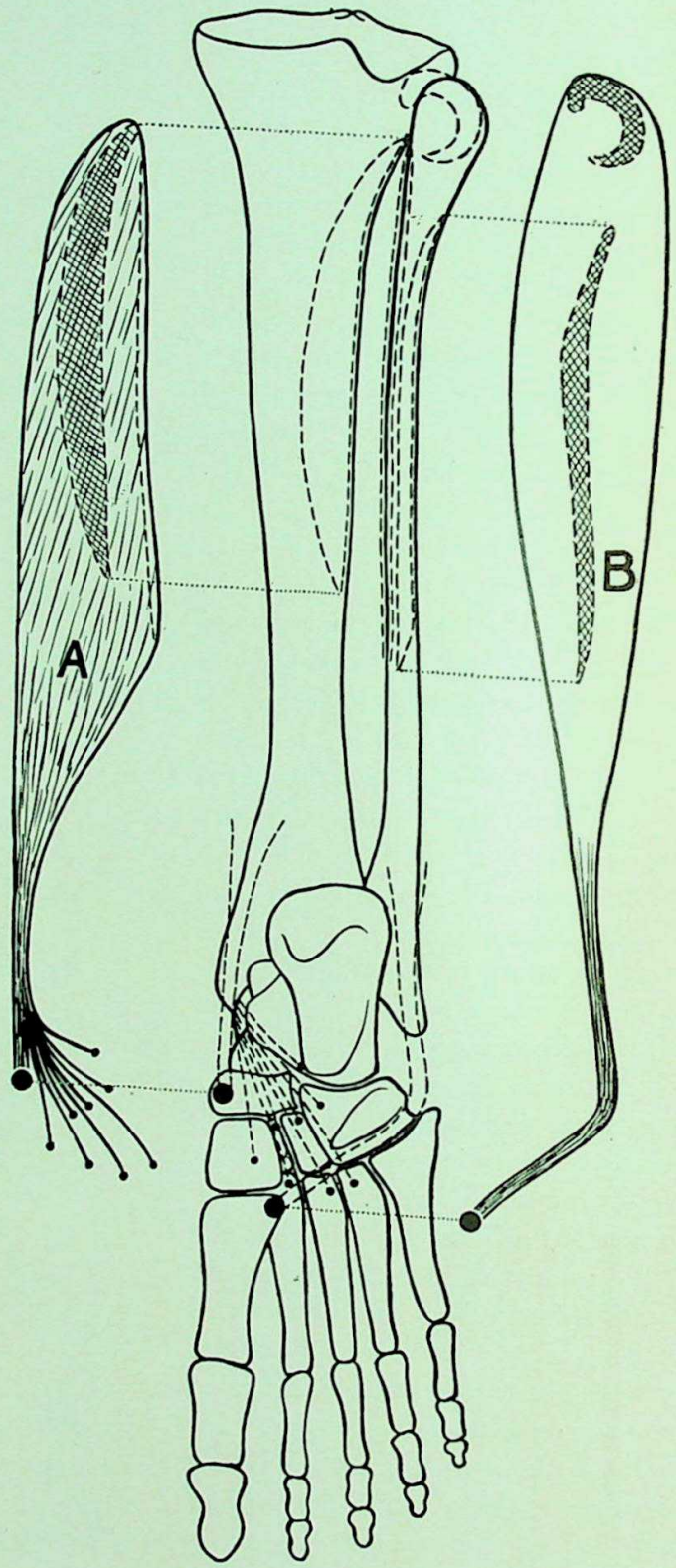


Fig. 1—Shows the posterior aspect of the leg bones and the plantar aspect of the bones of the foot with diagrammatic arrangement of (A) tibialis posterior muscle and the tendon attachments and (B) peroneus longus muscle and its long tendon that passes through the groove on the plantar surface of the cuboid to be inserted to the base of the first metatarsal. These two muscles bind the tarsus together with forces that are greatly increased under stress of weight-bearing and walking.

phalanx of the great toe and also to the tendons of the flexor digitorum longus that go to the second and third toes. It is interesting to note that this muscle to the great toe is a larger and stronger muscle than the flexor digitorum longus that serves all of the four outer toes. For a fuller understanding of the mechanics involved the reader is referred to Whitman's Orthopedic Surgery or Gray's Anatomy.

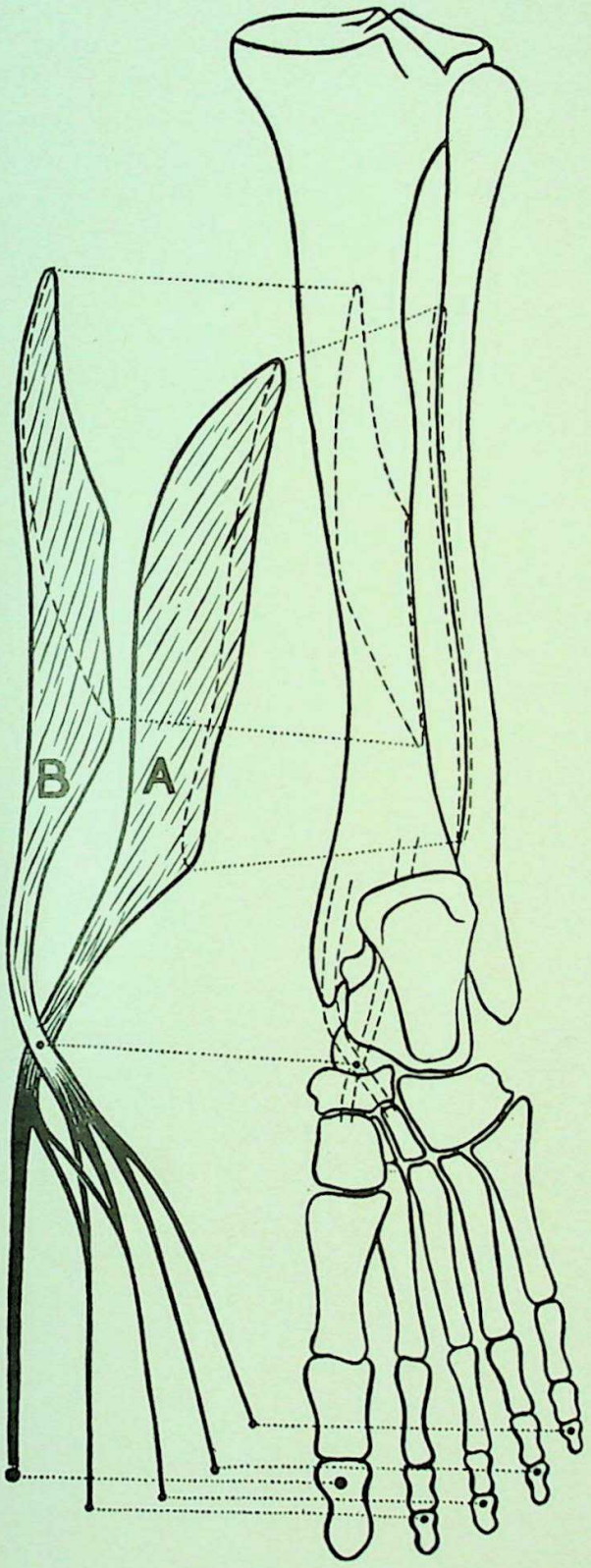


Fig. 2—Shows the posterior aspect of the bones of the leg and the plantar aspect of the bones of the foot. The (A) flexor hallucis longus is a powerful muscle about three times the strength of the (B) flexor digitorum longus. The former by its very strong tendon carries most of its force to the great toe, while the latter with only about one third the strength is carried by four tendons to the four outer toes.

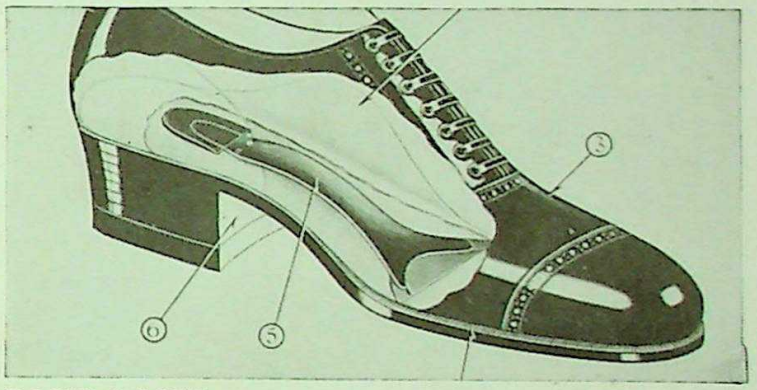
THE HANDBOOK YOU CAN USE

"WALK-OVER

Prescription Footwear"

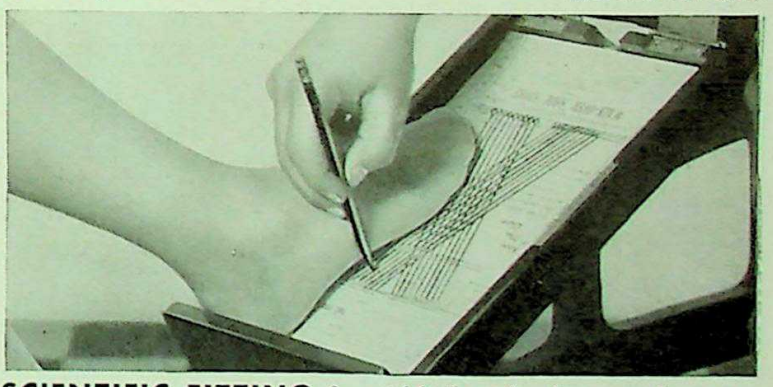
FOOT STRUCTURE

Causes of Painful Feet, Vocational—Convalescent—and Prenatal Foot Care are all described in this popular guide to Shoe Therapy. Sent free on request. Use coupon below.



BASIC LASTS: 18 men's and women's shoes to supplement your foot treatments. Also chapters on Spring Arch,* Foot Exercise, Posture Control.

*REG. U. S. PAT. OFF.



SCIENTIFIC FITTING for width, length, shape and proper balance. Also table of common Foot Lesions and shoes suggested for prescription, based on authentic case records.

SEND FOR YOUR FREE COPY NOW

Foot Health Education Dept. F-2
Geo. E. Keith Company, Campello, Brockton, Mass.

Please send me your free booklet, "Walk-Over Prescription Footwear."

*Name*_____

*Address*_____

Other Structures

The ligaments deserve careful consideration as an accurate knowledge of them is of value in understanding foot mechanics. The long and short plantar ligaments are important. They strengthen and check the spreading of the longitudinal arches. The various capsular and interosseous ligaments play an important part in maintaining the bones of the feet in their proper relationship one to the other.

The sciatic nerve and its branches supplies every structure below the knee with the exception of a small cutaneous area on the dorsum of the foot. Muscle activity is dependent on proper functioning of these nerves.

The articular surfaces are well supplied with sensory nerve endings that are just as sensitive to irritating influences as are the sensory nerves to the skin of the foot and leg. Many are the subconscious impulses received from the sensory nerves of the feet that effect the physiological processes of the entire body.

The skin varies in texture and thickness being very thin on the dorsum of the foot and thickest on the sole, particularly at the heel and ball where subcutaneous pads of fat serve as cushions. These latter structures are mentioned as a reminder that the bones and muscles do not constitute the whole consideration.

The vascular system deserves careful consideration. The blood supply of the foot is through the anterior tibial, posterior tibial and peroneal arteries and their branches. The posterior tibial divides into medial and lateral plantar, the lateral being the larger, and with the communicating branch of the dorsalis pedis, which is the extension of the anterior tibial, forms the plantar arch. These main arteries supply the nourishment to the foot and a very adequate venous system returns the blood through superficial and deep veins.

The anastomosing of one artery with another is so frequent in the foot that pressure on any one point will not completely shut off the circulation to any other part of the foot, but the circular bandaging pressure of a tight shoe will. The larger veins of the foot are the superficial veins and it is easy to see how tight shoes cause poor circulation in the feet. The feet are well supplied with both deep and superficial lymphatics which in general follow the arteries and veins.

The only difference in the physiology of the vascular system of the foot and leg from that of any other part of the body is that of position. The feet being the most dependent parts of the body, circulation is at a disadvantage. However, strong muscular contraction in walking greatly aids circulation in the lower extremities.

Facts never change but opinions do. The anatomy of the foot and leg has changed but little in the centuries, but the ideas of the mechanical principles are continually changing. One of the most convincing arguments for the changing of some of our erroneously held opinions about foot mechanics is found in the recent book, "The Human Foot", by Dr. Dudley J. Morton. While his statements are identical with the opinions of several members of the Foot Section of the American Osteopathic Association they carry the authority of adequate research into the evolutionary development of man and are no doubt the result of original work and study.

Dr. Morton fixes the "axis of balance" as extending between the second and third metatarsal heads. He places the "leverage axis" as extending between the heads of the first and second metatarsals. Possibly future investigation will change these findings somewhat, but certainly the old idea of the outer margin of the foot being the principal weight-bearing arch must give way to this new evidence.

Forces distributed through the bony structure of the leg and foot are fairly easy to trace. The tibia rests on the talus; it, in turn, rests on the calcaneum and articulates with the navicular or scaphoid through which forces are transmitted to the first three metatarsals through the three cuneiform bones. Other lines of force flow through the calcaneum to the cuboid and the fourth and fifth metatarsals.

Forces originating in muscle tissue and applied to the bony structure by tendons are not so easy to trace. There are a few principles to be kept clearly in mind. First, fixed position is maintained only by an exact balance between two or more opposing forces; second, motion is caused by unequal opposing forces and the strength of the movement is governed by the degree of difference in these forces.

One of the most important considerations of the entire foot from the shoeman's point of view is the plantar or weight-bearing surface on account of its relationship to correct foot balance. This is important because a foot out of balance will draw the shoe out of shape and even if the foot is flexible enough to accommodate itself to the imbalance for awhile in comfort, it will eventually give way to the constant strain of body-weight and painful foot conditions will result.

Shoes, like buildings, should start with a level foundation.

Arch-O-Scope

DRAMATIZES SHOE FITTING!

New! *Scientific!*

Revolutionary! *Unique!*

SEES ALL!

TELLS ALL!

THE ARCH-O-SCOPE is a new scientific device acclaimed by leading Orthopedic shoe fitters everywhere, as a revolutionary aid in corrective shoe fitting.

As the imprint of the foot is permanently recorded, it is reflected by means of mirrors which enable the customers to actually see the condition of their feet while they are being analyzed by the salesman.

Accurately measures both feet at the same time.

Write for descriptive literature.

THE ARCH-O-SCOPE SALES CORP.

Marbridge Bldg., 1328 Broadway, N. Y. City

FITTING PROBLEM FEET

and what to do with them

by

William Pidgeon

WHAT are shoemen to do with *problem* feet and *abnormal* feet? How should shoemen handle these feet so that we may fit them in the very best possible manner? In an effort to solve these troublesome problems let us try and classify these feet as simply as possible so we may know just what we mean. Let us also eliminate technical terms and use language we can all understand.

FIRST GROUP — Diseased feet, badly crippled feet, malformed feet.

SECOND GROUP — Bunion feet, arch problems and weak feet, corn problems.

THIRD GROUP — Long feet and short feet, both narrow and wide. Feet that are outside standard measurements. Doctoring and adjusting shoes, how much shall the shoe man do?

In discussing the *First Group* under the general heading of diseased feet, badly crippled feet and malformed feet, I think it must be apparent that we are distinctly in a realm of Specialization in which the Medical or Surgical Profession rightly belongs. The shoeman should recognize this and not go beyond his proper sphere, but should work with and in connection with the Professional adviser. This brings him into the problem of Custom made shoes made on prescription by doctors. Some stores are equipped to do this. Where the store is not, it is better to turn this business over to stores that are equipped to make so-called Crippled shoes or Medical shoes.

We now come to the second group, viz., Bunion Feet, Arch Problems and weak feet, corns and their various aspects. This is a realm where the shoeman definitely belongs, not in a doctor's sense, but in the selection of footwear adapted to feet of this kind and there are shoes and lasts that can do this job without resorting to the custom made shoe. Let us take them up item by item.

A—BUNIONS. Let it be understood that shoemen should not offer to cure bunions; this gets us into trouble and creates friction between the Professional Groups and our own craft. However it can be said with safety and truth for the shoeman that certain lasts and patterns will give much more ease and comfort for bunion feet than others. Each store of this type should have at least one last that will do this work. This type of last and patterns that fit can usually be found in most lines of standard merchandise and usually bring repeat business.

B—ARCH PROBLEMS AND WEAK FEET. Upon this subject entire libraries have been written and a brief paper of this kind could not cover it thoroughly. However, into our stores these feet come and what are we going to do with them? If a store is committed to the flexible philosophy it becomes apparent at once they must confine their types to very low heels as a flexible type with a high heel goes against nature and violates the laws of Foot Anatomy. If it is confined to very low heels where it is safest then that store must limit itself in styles and types and it becomes a much harder merchandising problem. If the store is committed to the Rigid type of shoes then both high and low heels can be used and a larger style selection can be made available to the public.

Assuming that a store is committed to the Rigid Type, what should be their basic needs? To answer this it becomes apparent that at least three different heights or Arch Curves of lasts must be used to do a proper job, because if a very high arch curve is used on a very

New ! ! !

CONSUMER

Window — Counter

DISPLAY CARDS

Descriptive Folders

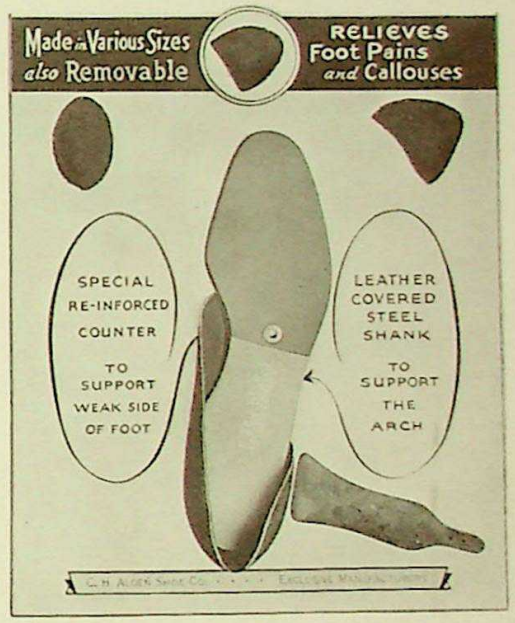
Mechanical Window

DISPLAYS

For Representative Dealers Merchandising the Famous

DR. A. REED'S

Movable Arch Shoe for Men


Made in Various Sizes also Removable
RELIEVES Foot Pains and Callouses
SPECIAL RE-INFORCED COUNTER TO SUPPORT WEAK SIDE OF FOOT
LEATHER COVERED STEEL SHANK TO SUPPORT THE ARCH

THE above illustration shows the principle behind the Movable-Arch Shoe—Dr. Reed's ultimate triumph — is relief from pain through correction of the foot's bone structure. To accomplish this, there are two arch-supports in this scientifically built shoe. One is a built-in longitudinal arch of steel, the other, a removable and adjustable metatarsal arch support made from pressed wool. This second arch is small, light and inconspicuous. It snaps into the sole of the shoe, just back of the metatarsal heads. Gently but firmly the metatarsal arch and bones are pressed back to their natural position.

Dr. Reed's Movable Arch Shoes are built along scientifically correct anatomical lines, on combination lasts and with extra narrow, snug fitting heels.

CARRIED IN STOCK

Blk. Calf Oxford — Blk. Kid Bal. Oxford
Blk. Kid Blucher — Blk. Kid Blu. Oxford
Tan Kid Blu. Oxford

SEND FOR IN STOCK

CATALOG

Showing 6 Other Well-known Types of

ORTHOPEDIC SHOES

Including Patented

FOOT BALANCE HEEL

and NON CURL Process

C. H. ALDEN SHOE CO.

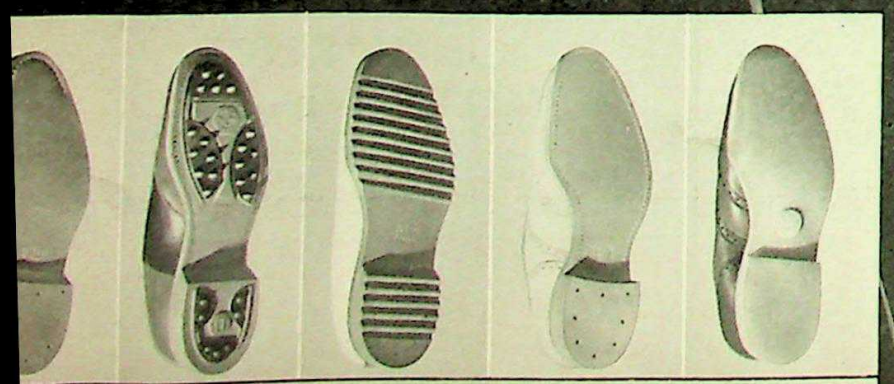
Exclusive Mfgs. BROCKTON, MASS.

Smart looking foot-work

DU-FLEX *Rubber* SOLES

THE
Ropee

THE STAMP
Du-Flex
OF MERIT



Ahoy **THE ROPEE . . A NEW SOLE BY AVON, ADVERTISED IN *Esquire***

You'll find the Ropee featured in most of the best lines . . . and worn extensively this season by smart sportsmen and spruce spectators. Avon offers many other distinctive styles, all with a superior quality in the rubber—and all yours for extra value and sales appeal.

Avon Sole Company

AVON, MASSACHUSETTS

low flat type of foot it can and probably will do actual damage to that foot. Where strapping is used, and it is applied in thousands of cases by the Professional Groups, it is a temporary help. For permanent results, however, a properly constructed shoe offers the greatest hope and if it has a ¾ inch or higher heel it should be a rigid arch type of some kind. This type of shoe properly fitted will do wonders for thousands of foot sufferers.

CORNS—The Professional Groups tell us that corns are caused by pressure or friction. The shoeman can find Lasts and Patterns that will give ample ball and toe room with tight fitting heels to prevent slipping. This type will greatly relieve and in many cases cause corns to disappear. Shoes of this type should have soft uppers and all heavy seams should be absent from pressure points.

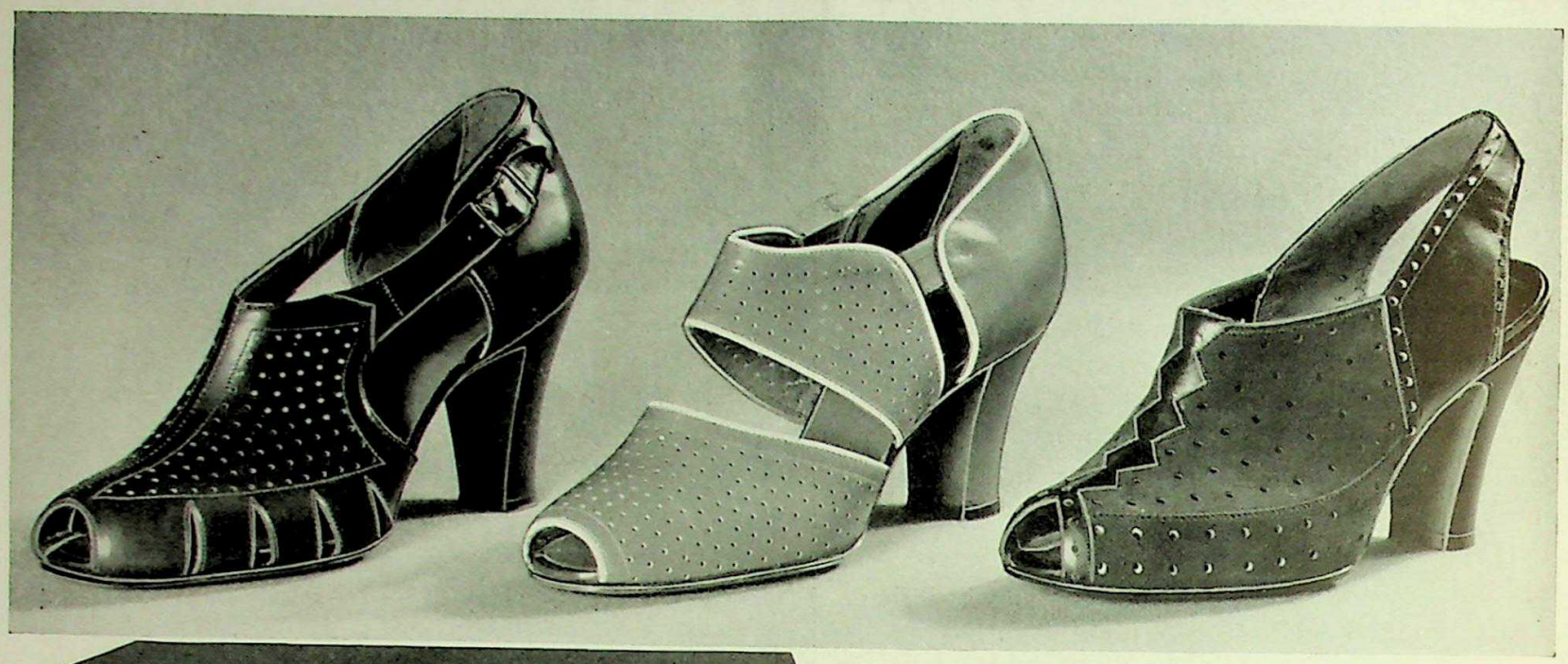
We now come to the Third Group, viz., Long and short feet, also narrow and wide feet, feet outside of standard measure.

A—Long and short feet. It will be admitted by most shoemen that short shoes are one of the greatest evils we have to meet and a major part of all foot trouble comes from this source. It is now possible to find in most lines a size scale that will meet the needs of narrow feet and any store trying to render service should have at least one or several lines that provide a complete scale of long narrow fittings. In communities of any size in population it is possible to develop and build up a repeat business along this line that is really amazing. Again there are feet that are outside of the standard measurements and are very hard to fit because of various facts. Among a few are: (A)—The foot with short arch measure and long toe lengths, that is, a foot that must have more length from the ball to the end of the toe than the ordinary last provides. Then there is the foot with a long arch and short toes. Both of these types can be fitted only to shoes made on lasts that provide these special features. These require some thought and sometimes long searching to find them, but again let it be said, such lasts are to be found and at least one or more belongs in every store trying to render service.

Now comes the problem that has caused and is now causing much argument, viz., How much doctoring shall the shoeman do to the shoes, such as Pads, Arch Adjustments, wedges, easing, stretching, insoles, etc? Let us face the fact that while *lasts* are made exact mates, feet are not mates. I think most shoemen will admit that almost every fitting has some variations, between the right and left feet. In some cases it is very slight and again it is very pronounced. In cases where it is very slight it can be easily met by easing or stretching or insole methods, but where it is more pronounced it can be met only by selling mismated shoes or by making special pairs to order. In any case the longer foot should be used as the standard. When it comes to pads in shoes we are faced with a very complex problem. Some manufacturers put them in at factory, others do not. Some shoe retailers use them very extensively and seem to get good results! Some shoes have the bottom of their lasts shaped so that they act in much the same manner as a pad would act. Foot specialists for the most part condemn shoemen for putting in pads claiming that it is their world and shoemen should not do it. After all is said it must be admitted that the bottoms of some lasts are not the shape of the human foot and therefore something must be done to equalize the difference. Whether this is done by a doctor or a shoeman is a matter for each shoe retailer to work out in his own store. If pads are put in wrong they can make trouble. If put in correctly they can bring great comfort and relief in many cases. Just who should do it is still an open question for discussion.

And now to summarize these thoughts. Shoemen are in business to sell shoes and fit feet. Where both functions are performed by one man properly it is a finished job. Where difficult feet are encountered no fit can be made unless proper lasts, patterns and sizes are available. There are proper lasts and types to be had if one desires them and searches for them. Any store that makes this a major part of its service is sure to win in the long run, because there are enough people in this country who want to be fitted correctly in shoes at some time in their lives to create and perpetuate a real shoe business.

MODERN STYLING
ETONIC ARCH SHOES
SCIENTIFIC SUPPORT MODERNIZED
PLUS modern support for healthy feet
Profitable Retailer
in established popular
$6.50
price grade
UNIQUE SUSPENSION ARCH SUPPORT
Insole and counter lap at arch to elevate the arch and give the body scientific support.
WIDE DOUBLE-RIB STEEL SHANK
holds arch of shoe at proper elevation for life of shoe.
HEAVY EDGE OAK SOLE
relieves feet from shock on hard pavements. Plenty of TOE ROOM in EVERY LAST.
SHORT BACK QUARTER PATTERN with 7 eyelets assures snug fit at ankle.
CHARLES A. Eaton COMPANY BROCKTON, MASS.



MODISH MODELS

Now Being Shown

Top panel, left to right: (1) A modern miss model in burgundy calf, by Huth & James. (2) Another modern miss model in light tan, white trim, featuring side gores, by Huth & James. (3) A Queen Quality model in burgundy suede, burgundy calf trim.

Left, reading top to bottom: (1) All-over white model with trimming on vamp in blue, yellow, green and red, by M. N. Arnold. (2) A Dr. Posner model in brown calf, two straps, pin perforation on vamp and quarter. (3) A Stetson model in a medium brown grained leather, exceptionally small open toe. (4) White buck with brown trim, by Roberts, Johnson & Rand.

DUTCH REFLECTIONS

The original AMSTERDAM, a product of United Last Company model room, was first shown at New England Shoe and Leather Fair in June, 1938.

Sincere enthusiasm for this new innovation in wood was spontaneous and a bright future predicted for its acceptance.

The AMSTERDAM not only reflected style relief but the sound fitting qualities found in the walled forepart, rocker sole, and individual toe expression combined to make it the most popular and important development in wood seen in years.

The popularity of this now famous DUTCH family reflects the sound originality of United Last Company's model department.

Names of manufacturers making shoes on the AMSTERDAM *will be furnished on request.*

AMSTERDAM
for MEN

HANS
for BOYS

GRETCHEN
for MISSES

UNITED LAST COMPANY

56 Cherry Street **BROCKTON BRANCH** **Brockton, Mass.**

"In all its glory"
with *Fairy Forms*

Open toe styles are in big demand. These smart, distinctive shoes are an important part of every woman's ensemble. Use Tu-Toe Fairy Forms to present them most alluringly and to dramatize their appealing sales points.

Tu-Toe Fairy Forms spotlight and emphasize the fine features of the new open toe models. Two dainty, tinted nails show through the small toe opening, the rest of the form is rounded, insuring perfectly smooth, streamlined foreparts. Play up those important details that women look for in a shoe, smooth vamps — narrow quarters and — the high arch effect that makes shoes look smaller — Tu-Toe does exactly that.

But Tu-Toe is only one of many Fairy Shoe Forms designed to help you sell all styles of men's and women's shoes. Write for a showing of the complete line, including the popular Glamour-Glo Hosiery Forms.

Mail the coupon below for full information on the complete line of Fairy Forms.

SHOE FORM CO. INC.
Auburn New York

SHOE FORM CO. INC. Dept. CF-2
Auburn, New York

GENTLEMEN: Please send me full information on the complete line of Fairy Shoe Forms and Fairy Hosiery Forms.

Name.....

Firm..... State.....

City.....

Middle Atlantic Shoe Retailers' 25th Annual Shoe Show

THE Middle Atlantic Shoe Retailers Association 25th Annual Shoe Show will be held at the Lord Baltimore Hotel, Baltimore, Md., February 12 to 14 where it is expected that approximately 200 exhibitors will show new lines of spring and summer shoes. Early reservations furnish one of the best indices for a well attended and successful meeting. This big buying event is well timed this year. It is so dated that at least nine weeks will intervene before the exhibition and Easter, thus giving ample opportunity for merchants to stock the latest lines of spring and summer footwear.

The primary and all-important function of the Show is shoes. Lighter moods will not be overlooked. Arrangements are already made for dinner and entertainment to be held on Tuesday evening at the close of the Show. Here business will be forgotten and frivolity and pleasure will reign. The business session will be held at a noonday luncheon on Monday. This meeting will be principally in the form of a round table discussion with only two principal speakers. From present indications the principal subject for the round table discussion will be some of the unethical practices now evidenced in the trade and the present Shoe Retailers headache — cancellation shops.

Cal J. Mensch, Managing Director of the Association is attending to reservations and expects when final tally is made that attendance of about 2000 retailers will be recorded. Working with him are most capable committees. The Management Committee is composed of Gordon Evans, Chm., Scranton; N. K. Schenthal, Baltimore; Roy Walter, Wilkes Barre; G. H. Hagedorn, Baltimore; B. W. Shaub, Lancaster; I. C. Smashey, Bridgeton; Elkan R. Myers, Baltimore; I. Frank Oberfield, Phila.; Jerome Lutsky, Phila.; Dave Hunn, Phila.; Murray Saks, *(See Page 49)*

MISSES MODELS GO MODERN

To the right, extreme left, patent open shank, open toe sandal, by Ideal. *Upper top,* patent leather pump, perforated vamp, side gore model, by Simplex. *Upper center,* all-over blue calf model, open toe, by Pied Piper. *Extreme right,* all-over blue calf model, brown trim, side strap, by Walkin.

Above—top row, left to right. (1) Reverse brown calf, with light tan trim, by Pied Piper. (2) Medium brown elk, white elk trim, featuring Ropee sole, by J. Edwards Co. (3) A newly created woven sport sandal for the modern miss, by Huth & James. *Bottom row, left,* natural tan grained vamp and quarter with smooth tan saddle, featured by Walkin. *Right,* Natural tan vamp and quarter with medium brown saddle, note perforations, by Pied Piper.

HUB GORE A

fashion flashes

Growing Girls'

footwear for this season finds many attractive GORED Styles in Kid, Calf, Suede and covered fabrics.

The model above is a Frontal gore type.

Huarache weave with Side Gore.

Specify Hub when ordering

EVERLASTIK

INCORPORATED

CHELSEA, MASS.

Women's Costume Coordination Book

THE acceptance of the N.S.R.A. Costume Coordination Book—"Fashion and Footwear"—issued last fall was so universal, and the demand for the continuation of it so great, that a new Women's Book has been issued for Spring and Summer 1939. The new book is much more elaborate in appearance which should make it more effective for over the counter use. The principal woman's wardrobe requirements is covered by *SWATCHES* of fabrics, shoe materials, gloves, hosiery and accessories for: Casual Wear, Town and Country, Tailored Town, Formal Town, Dinner, Evening.

As in the first book, the key to the spring and summer edition is color, which more than ever will be the determining factor in women's purchases.

NEW FEATURES—There are several additions in subject matter that make the book more useful, of which we list three:

1. Cosmetic colors have become so important in influencing a woman's wardrobe, that all the important new makeups for each combination are included.
2. The problem of displaying shoes so the lighting effects will bring out the colors in their proper harmony with accessories, is also treated.
3. The growing importance of harmonizing the color of linings with trims, for dramatizing the news in shoes, is also covered.

The completeness of the shoe story for spring and summer 1939 as presented in the new book, makes the second edition a sales builder of real importance.

This new book is *available only to members of the National Shoe Retailers Association.* The price is $3.00 per copy, which includes cost of delivery and they may be ordered from National Shoe Retailers Association, 274 Madison Avenue, New York, N. Y.

FOUNDATION of the shoe

A Quality Foundation is a contribution to Health and Human Comfort.

Shoes made with WIND-FLEX Give Old Pair Comfort and Insure Good Health. They hold their shape permanently, wear longer, and give greater satisfaction to your customers.

75% of the complaints on return merchandise are due to

Cracking
Burning and
Buckling Innersoles

WIND-FLEX

eliminates all these weak points and guarantees comfort with lasting Qualities which mean

PROFITABLE REPEAT
BUSINESS

Insist on Wind-Flex when you place your order for Spring. Your customers will appreciate the better value.

Wind

BROCKTON MASS.

The Spat Shoe

SPATS . . . memories of elegant young women of the nineties . . . of slim ankles encased in buttoned woolen leggings! The modern version, the spat pump, casts an amused fashion eye back to the nineties version, yet is thoroughly 1939 in its emphasis on high-built front and the necessity of little or no back. Three tailored buttons are a functionless, yet utterly charming touch. Spats should carry over into white and pastel meshes for summer wear. The two versions on this page are in the prevailing spring materials: (Top) Elasticized gabardine and patent leather spat shoe, from Pincus & Tobias. (Bottom) Mesh spat and calf vamp, with three buttons from Schwartz & Benjamin.

M. A. S. R. A.

(Continued from Page 46)

New York City; Frank B. Masterson, Boston. The Display Committee composed of Harry W. Hahn, Jr., Chm., Baltimore; Harvey L. Farr, Allentown; Herman Fischer, Phila.; B. W. Shaub, Lancaster; R. C. Gerheim, Johnstown.

Coming Trade Events

FEBRUARY 12-14, 1939

Middle Atlantic States Shoe Retailers' Association, 25th Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

MARCH 26-28, 1939

Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York, N. Y.

MARCH 27-28, 1939

Official opening of American Leather and Style Conference for Fall, 1939, Waldorf-Astoria, New York, N. Y.

MAY 9-10, 1939

Fall Showing of Shoe Fashion Guild, Hotel Biltmore, New York.

MAY 21-22, 1939

Annual Convention Illinois Shoe Retailers and Shoe Travelers, Pere Marquette Hotel, Peoria, Ill.

JUNE 5-8, 1939

Twentieth Annual Boston Shoe Fair, sponsored by New England Shoe and Leather Association, Hotels Statler and Copley-Plaza, Boston, Mass.

JUNE 11-13, 1939

Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, Ohio.

JUNE 12-14, 1939

Annual Convention California Shoe Retailers' Asso., Hotel Baltimore, Los Angeles, Cal.

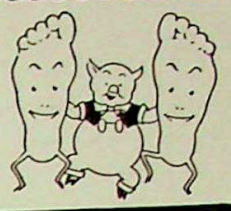
JUNE 18-20, 1939

Wisconsin Shoe Travelers' Association Shoe Show.

SEPTEMBER 18-19, 1939

Official opening of American Leather and Style Conference for Spring 1940, Waldorf-Astoria, New York, N. Y.

"I'M A FRIENDLY SOLE!"



"I bring the feet real comfort,
Foot Health while we're walking.
And when you sell another pair,
You'll know I did some talking."

NEWFLEX PIGSKIN
INNERSOLES • COUNTERS • WELTING

EDGAR S. KIEFER TANNING CO.
223 W. Lake St., Chicago • Tanneries: Grand Rapids, Mich.

Professional
BOWLING SHOES
PRICE
Men's $2.40 Women's $2.30 Oxfords 5c less
Combination Soles
RIGHT FOOT
Rubber Sole
Rubber Heel
LEFT FOOT
Buckskin Sole
Rubber Heel
No. 240
BROOKS SHOE MFG. CO.
Swanson & Ritner Sts., Philadelphia

Tolman PRINT INC.
ESTABLISHED 1878
RECOGNIZED HEADQUARTERS FOR
LABELS
FOR SHOE RETAILERS
WHOLESALERS AND MANUFACTURERS
WRITE FOR SPECIMENS AND FULL DETAILS
TOLMAN PRINT, INCORPORATED
UNIVERSITY PRESS
CAMBRIDGE MASSACHUSETTS

Shoe Fashion Guild Show

THE Shoe Fashion Guild will hold its Fall Showing at the Hotel Biltmore on May 9th and 10th.

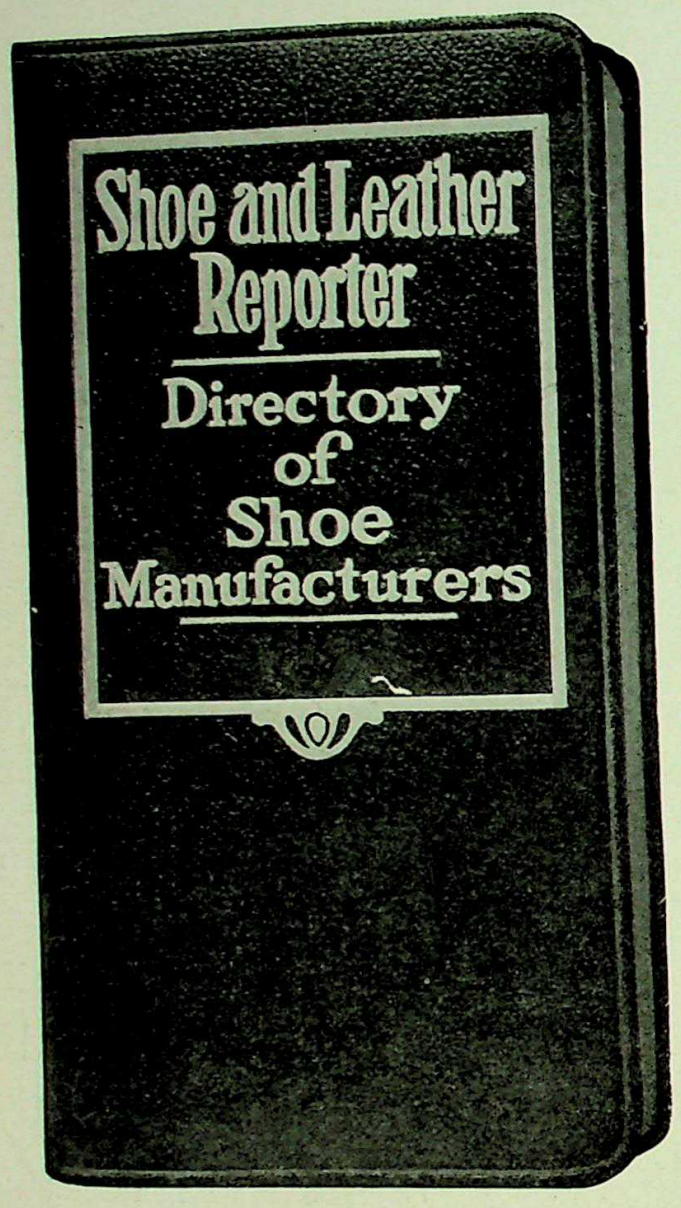
The members of the Guild will assemble their lines at the Biltmore and are planning to stage a Fashion Luncheon on Wednesday, May 10th.

This will combine the old form of room shows, as previously held by the Guild, with the Fashion Luncheon or similar activity held in November 1938.

The Guild will invite a very select group of manufacturers throughout the country to join the organization and to participate in their Showings and other activities.

The Fashion Luncheon will be a highlight of the Guild's Fall Opening and tickets of admission will be available at $5.00 each.

NEW 1939 POCKET DIRECTORY OF SHOE MANUFACTURERS



Actual Size
Contains over 300 Pages
LEATHER BOUND

Every Shoe Salesman Needs A Copy

Gives names of Buyers, Superintendents, Officials, etc.

Types of Shoes Manufactured

Capacity of Factories

Capitalization

Days Salesmen are seen

Telephone numbers, etc.

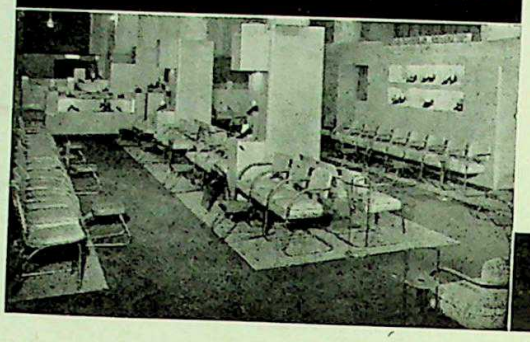
Single Copies ..... $3.00 each

How Many do you want?

SHOE and LEATHER REPORTER CO.

210 Lincoln Street Boston, Mass.

HOWELL *Chromsteel*
FURNITURE FOR SHOE STORES



• Your customers will like the modern style and comfort of Howell Chromsteel. You'll like the way it looks and wears. Write for Catalog of Shoe Store Equipment now.

HOWELL
ST. CHARLES · ILLINOIS

Alphabetical Index to Advertisers

	Page
A	
Alden, C. H., Co., Brockton, Mass.	41
Arch-O-Scope Sales Corp., New York, N. Y.	40
Avon Sole Co., Avon, Mass.	42
B	
Beckwith Mfg. Co., Dover, N. H.	10
Brooks Shoe Mfg. Co., Philadelphia, Pa.	49
C	
Coon, W. B., Co., Rochester, N. Y.	36
E	
Eaton, C. A., Co., Brockton, Mass.	43
Einstein, J., Inc., New York, N. Y.	29
Everlastik, Inc., Chelsea, Mass.	48
G	
Goodrich, B. F., Co., Watertown, Mass.	51
Gutmann & Co., Chicago, Ill.	3
H	
Hood Rubber Co., Watertown, Mass.	27
Howell Company, St. Charles, Ill.	50
Hubschman, E., & Sons, Philadelphia, Pa.	7
K	
Keith, Geo. E., Company, Brockton, Mass.	39
Kiefer, E. S., Tanning Co., Chicago, Ill.	49
O	
Ohio Leather Company, Girard, O.	52
Osmic Chemical Co., Brockton, Mass.	38
P	
Phillips, F. C., Co., Stoughton, Mass.	38
R	
Roberts-Johnson-Rand Branch, International Shoe Co., St. Louis, Mo.	5
S	
Sewall & Son, Inc., Auburn, Me.	9
Shoe Form Co., Inc., Auburn, N. Y.	46
T	
Taylor, Thos., & Sons, Hudson, Mass.	2
Tolman Print, Cambridge, Mass.	49
U	
United Last Co., Brockton, Mass.	45
United Shoe Machinery Corp., Boston, Mass.	6 & 8
V	
Vulcan Corporation, Portsmouth, O.	1
W	
Wind Innersole & Counter Co., Brockton, Mass.	48

THE END OF INVENTORY PROBLEMS . . THE BEGINNING
OF MORE SATISFIED CUSTOMERS, REPEAT BUSINESS AND PROFITS

VERILITE RUBBERS

BY GOODRICH

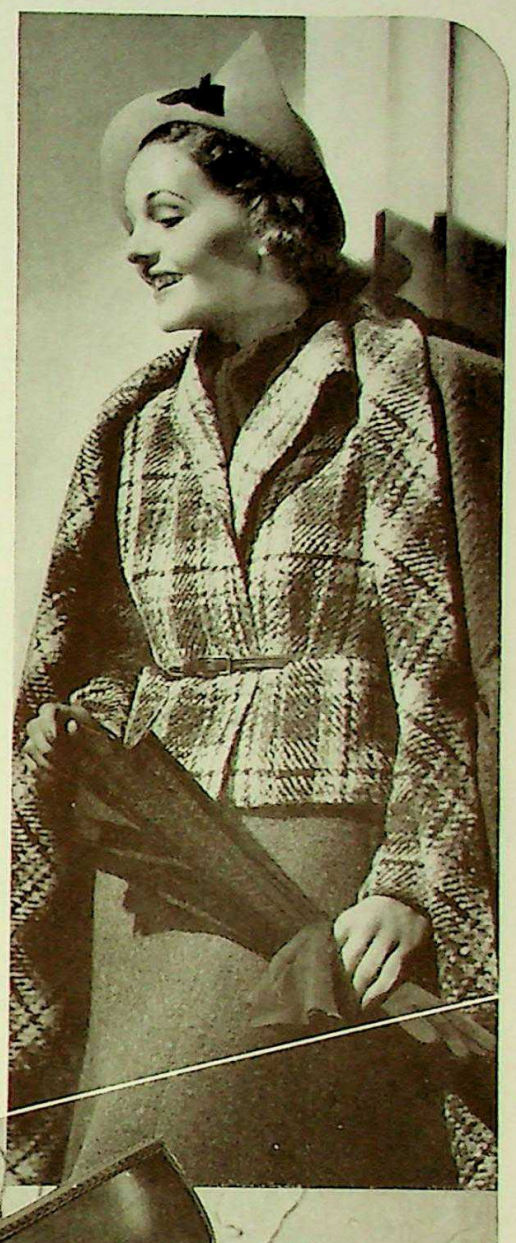
with the Flexible Shank Construction

Think of it! ONE size of Goodrich Verilites actually fits twelve different sizes and widths of leather shoes.

Now, with no increase in your stocks you can fit every customer. No lost sales due to inability to fit a particular size or heel. No lost profits due to selling a customer an imperfectly fitting rubber . . . thus losing her repeat business.

Fashion appeal, too, in Goodrich Verilites with their smartly styled designs and patterns.

Goodrich salesmen are now showing 1939 styles. Ask for our dramatic fitting demonstration of flexible shank Verilites on shoes in your own stock.



VERILITES—THE ANSWER TO RUBBER INVENTORY AND FITTING PROBLEMS

GOODRICH FOOTWEAR, WATERTOWN, MASS. *Branches at:*
Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Kansas City, Los Angeles, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Providence, St. Louis, Salt Lake City, San Francisco, Seattle, Syracuse.

The Ohio Quality Standard

High Fashion
DONS A MASK
of Jettest Black

Ohio Jill Jetta

Specify Genuine Ohio Calf

A gleaming mask of black with a wealth of surface interest in its finish. OHIO JILL JETTA makes the important Black shoe more popular and practical than ever.

THE OHIO LEATHER COMPANY

GIRARD, OHIO